

# Leisure Line

March 1996

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P.O. Box 26, Aberdeen Street, Northbridge, W.A. 6000 Registered by Australia Post - Publication No. WBP 1807



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## From the editor's desk

*Our industry is very fashion conscious. When it comes to the younger*

*generation, it is important for them to be playing the right game. But what is the right game? What is cool and what is un-cool? We know that Daytona is cool and Ms. Pacman is now un-cool, but is it always this black and white?*

*It will consistently be hard for operators to predict what games will be popular. For example, it would take a brave operator to state that MK3 was a better game than Tekken 2 or vice versa?*

*One way operators can conquer this unpredictability is by being imaginative. By making their ware take on a new role that puts it in a completely different context.*

*I once saw a notice in a delicatessen by the side of an NBA Jam machine that read - "Best player per week wins a lunch voucher!" The notice went into a little more detail but this is what it basically said.*

*This was occurring around the same time NBA Jam began to decline in popularity. The tournament edition had been released and played, and the enthusiasm for the game had simply waned. However, at this deli, the clientele were as enthusiastic about Midway's masterpiece as if it had just been released.*

*This illustrates that with a little imagination, any game can survive the powers of fashion.*

*This month we profile Germany's Gauselmann Group and their upcoming developments, we take a look at the first ten-pin bowling centre in China and preview Midway's Killer Instinct 2. Also included is a report on the Japanese AOU Show held 21st - 23rd March 1996.*

*Good reading.*

*Jacqueline Fletcher*

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# INSIDE

## AOU REPORT

## GAUSELMANN GROUP

### PLUS...

### NEWS FROM ALL AROUND THE WORLD AND GAME PREVIEWS



# **COPYRIGHT PARALLEL CASE DECISION RESERVED**

Last month, the Federal Court in Sydney heard the case of Sega Enterprises Limited and Avel Pty. Ltd. vs Galaxy Distributing Pty. Ltd. and Gottlieb Distributing Pty. Ltd. pertaining to the parallel importation of Sega games "Virtua Cop" and "Daytona".

Mr. David Catterns, QC appearing for Sega/Avel argued that both video games were a cinematograph film within the meaning of the Australian Copyright Act. He claimed that both games complied with the definition of a cinematograph film as contained in the Copyright Act.

**It was also claimed that even if the games were not a cinematograph film by definition, under the terms were at least a sound recording.**

Both cinematograph films and sound recordings are protected against parallel importation under the terms of the Copyright Act.

Previously, in the case of Avel vs Jonathon Wells, the Full Federal Court held that the video games which were contained in integrated circuits were computer

programmes and therefore not subject to the provisions of the Copyright Act. In such circumstances, it would be legal to import video games on a parallel basis providing they were not a cinematograph film, a sound recording or contained cabinet graphics which were Copyright works.

Mr. Julian Burnside QC appearing for Galaxy and Gottlieb argued that the game could not be defined as a film because the images which were seen on the screen were not created until the computer programme assembled the data in memory to create the visual images. He argued that a cinematograph film must contain frames of assembled images which can be delivered consecutively to create a moving picture.

In reply, Mr. Catterns QC claimed that Mr. Burnside QC's description of a cinematograph film did not comply with the definition provided.

This test case is an important issue for the amusement game industry. It will determine whether

or not video games are a cinematograph film and a sound recording or just a computer programme falling within the definition of the Circuit Layout Act.

The issue over cabinet graphics was not argued even though it is included as part of the proceedings against Galaxy and Gottlieb.

For some time, there have been arguments claiming that Copyright Works should not be subject to the provisions of the Circuit Layout Act. It creates an anomaly whereby works contained in other media such as hard disc, video tape, laser disc etc. are protected under the Copyright Act but those contained in integrated circuits are not.

**Last year, the Copyright Law Review Committee made recommendations to the Attorney General that the Circuit Layout Act should be amended to overcome this anomaly. The Government has not yet adopted those recommendations but if they do, the present matter before the Federal Court may be academic.** □

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# Williams Electronics Games Joins Forces with Canadian Coin to Expand Distribution in Canada

Chicago, IL January 15, 1996 - Williams Electronics Games, manufacturers of the Williams, Bally and Midway line of video and pinball games, has announced an agreement with Canadian Coin to distribute the Midway line of video games in Canada. The agreement is part of a new Canadian distribution strategy for Williams.

"We recognised changing conditions in the Canadian market place and Canadian Coin is a distributor with the ability to meet our needs," said Rachel Davies, director of sales for Williams. "We are very excited to be able to add them to our

team of successful Canadian distributors."

Starburst Coin Machines and Laniel Automatic Machines also carry the Midway line of video games in Canada. As part of the new Canadian strategy, Williams has also expanded their relationship with Laniel for distribution of pinball games. Laniel will now exclusively carry the Williams and Bally line of pinball games for all of Canada.

Williams Electronics Games, Inc. is the world's leading designer and manufacturer of pinball, video and redemption games. Designing, licensing and selling games under the Williams, Bally, Midway and FunHouse trademarks, these companies are responsible for the industry's best-earning games with the highest resale value.

In addition, parent company WMS Industries Inc. is engaged in designing, manufacturing and selling home video games, lottery terminals and gaming machines. The company also owns and operates hotels and casinos. □



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**Hundreds of millions of dollars are being literally poured into the amusement industry but some investors are raising questions about whether in some instances, the returns can support the level of capital investment.**

The acquisition of the Gold Coast "Dreamworld" by Singapore entrepreneur Mr. Kua Phek Long received a lot of publicity recently when Australian rival, Mr. Ross Palmer tried to get the Federal Government to intervene and prevent the sale from occurring. The attempt did not work and Mr. Kua succeeded in his bid which involved some \$80 million to acquire the "Dreamworld" Theme Park.

**Established Gold Coast operators Village Roadshow Ltd. and their partner Warner Brothers who own Movieworld, Seaworld and Wet n Wild, are understood to have taken a hard look at Dreamworld but were not prepared to pay the price.**

According to Dreamworld Chief Executive, Fred Maybury, the sale was a good deal for both parties.

**"If you make the right moves, you do extremely well. It's like anything in the entertainment industry, there are good returns," said Mr. Maybury according to a recent newspaper report.**

He estimates Australian theme parks make about 1/3 more profit on turnover before tax than their American counterparts. Part of the reason is the high percentage of foreign tourists who make up about 40% of Dreamworld's 1 million annual visitors.

**Spending per head by foreigners is usually 50% more than domestic tourists and sometimes double, according to Mr. Maybury.**

Village Warner are also pouring more capital into their theme parks having recently completed a new "Lethal Weapon" Roller Coaster ride which reputedly cost \$18 million.

**At the country's biggest theme park, Australian Wonderland in Sydney, \$7**

**million was recently spent on "Space Probe 7" which Australian Wonderland Chief Executive Mr. Todd Coates says is "quite spooky", but it pulls the crowd.**

Sega recently announced the development of a \$60 million indoor amusement theme park to be built at Sydney's Darling Harbour. According to Sega's Australian CEO, Mr. Kevin Bermeister, the development will be completed and ready for operation by Christmas this year.

**Village Nine Leisure, a partnership between Village Roadshow Limited, Kerry Packers Publishing and Broadcasting Limited and Westfield Holding, have been busily investing up to \$150 million in the Industry**

# Industry Demands Big Bucks

**within Australia and Asia. So far, they have opened Intensity Centres at Hurstville and Parramatta in Sydney and Tuggerah on the Central Coast. A smaller NRG concept has been established at the Chadstone Shopping Centre in Melbourne. It is estimated that Village Nine Leisure have already invested more than \$60 million in these 4 locations alone.**

According to a report published recently in the Australian newspaper, Village now intend to develop the Intensity and NRG concept in Malaysia with the first location opening in the Kuala Lumpur suburb of Bandar Utama in April.

A 2nd Intensity will open in Bukit Raja in June. Another large complex will get underway in the Malaysian capital Kuala Lumpur in September. Village Nine Leisure is also expanding its local Intensity outlets with 2 centres in the pipeline at Belconnen, Canberra and at Melbourne's Crown Casino.

**Leisure and Allied Industries/Matahari Joint Venture in Indonesia announced plans last year to spend \$100 million to develop a chain of Timezone stores in Indonesia as well as a manufacturing facility. It is understood that the development plan is currently running slightly ahead of schedule.**

Leisure and Allied Industries are also rapidly expanding their

Australian operations and this year will open 30 new locations in their Timezone and GFB Divisions.

**Leisure & Allied are also expected to announce their entry into 2 other substantial Asian markets during 1996.**

Japanese Industry giants Sega is also on a huge spending spree opening their

amusement theme park developments in countries all over the world. A major development in the Trocadero Centre in London's Piccadilly Circus is expected to open in May and there are several others planned for Europe, the United States and Asia.

**Japan's second largest coin-op game producer, Namco is also rapidly on the expansion trial. Three years ago they acquired their 275 store chain of Aladdins Castle Leisure Centres in the United States. They operate over 250 locations in Japan and also have extensive expansion plans for Europe and Asia.**

Although some industry sources are questioning the level of investment in some projects, there is no doubt that the amusement industry is attracting capital at an unprecedented level.

Internationally, it is running into billions of dollars and it is certainly not an industry for the conservative or faint hearted.





Sylvester Stallone or Claudia Schiffer could bring their glitzy theme restaurants here if Lane Crawford Singapore succeeds in clinching either of the chains as a sub-tenant.

Lane Crawford's general manager, Mrs Elleen Bygrave, said her company was "in discussion" with theme restaurant operator Planet Hollywood - which counts Stallone and other movie stars as shareholders - and fashion Cafe, whose owners include Schiffer and fellow super models Naomi Campbell and Elle

Macpherson.  
"It is too early to reveal any details," she added.

The Hongkong retailer has secured provisional permission from the authorities to convert part of its second floor from department store use into restaurant use.

The group occupies the first two levels of the

retail podium of Lane Crawford Place in Orchard Road.

Securing either of the two operators could boost the image that Lane Crawford has been building up, as a speciality fashion store, after slashing its store size last year from five levels to two.

"It will bring more sparkle to the building," said a market watcher.

Fashion Cafe caters to the fashion elite. Its first outlet, occupying 22,000 sq ft, opened in New York's Rockefeller Centre in April last year. Its doorway is styled on a giant camera lens. The middle of the restaurant features a "catwalk" which model-like waiters and waitresses use as they serve patrons.

The menu covers an international fare of appetisers, salads, pizzas, pastas, sandwiches and desserts.

The supermodel shareholders have dishes named after them - such as Elle's Shrimp on the Barbie, Naomi's Fish & Chips and Claudia's New York Strip, a sirloin steak.

The decor includes displays of some of the outfits worn by the supermodels for the covers of international fashion magazines.

Fashion Cafe's second restaurant is due to open in London this year. Outlets in Madrid and Jakarta are

# Lane Crawford in talks with US theme Restaurants

also on the cards for this year.

Planet Hollywood is a movie-theme restaurant chain with about 30 outlets, mostly in the United States. They feature memorabilia from Tinseltown, including screenings of famous movie scenes. patrons can catch short previews of upcoming movies.

Mainboard-listed Hotel Properties became a major investor in 1993, and it set up Planet Hollywood Asia to reach out to this part of the world.

The company holds the master franchise for 17 countries in the Asia Pacific and the Middle East. Planet Hollywood restaurants have opened in Hongkong, Jakarta and Seoul. Outlets are slated to open in Sydney, Melbourne and Shanghai this year.

In Singapore, the search for a spot has taken Planet Hollywood all over Orchard Road, including the space which Galeries Lafayette will be vacating at Liat towers.

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# Intencity Hurstville records One Millionth visitor in just 8 months

Village Nine Leisure's first interactive entertainment centre Intencity, has recorded its one millionth visitor in only the first 8 months of trading at Westfield Shoppingtown Hurstville (NSW).

"One million visitors in 8 months essentially underlines the phenomenal drawing power of this brand new business. The overall results are giving us tremendous confidence to pursue our aggressive expansion plans," said Village Nine Leisure Managing Director, John Anderson.

Intencity combines a wide range of uniquely-themed areas and interactive attractions, creating an entertainment experience for people of all ages. The concept has been developed by the combined forces of Australia's two entertainment giants, Kerry Packer's PBL Group (Nine Network) and Village Roadshow Limited, together with leading shopping centre developer, Westfield Holdings.

Intencity Parramatta was the second complex launched at Westfield Shoppingtown on October 26, 1995, and at around 6,000 square metres (approx. 65,000 square feet) is one of the largest indoor interactive entertainment complex launched in the world.

Village Nine Leisure successfully launched the third Intencity complex at Westfield Shoppingtown in Tuggerah on December, 9 1995 with more than 88,000 people visiting the centre in the first week.

Intencity will open at Westfield Shoppingtown in Belconnen, ACT, in June, and at Melbourne's Crown Casino in November. Village Nine Leisure will establish a further three Intencity sites over the next 9 months in Malaysia - Bandar Utama (April), Bukit Raja (June) and Kuala Lumpur (September).



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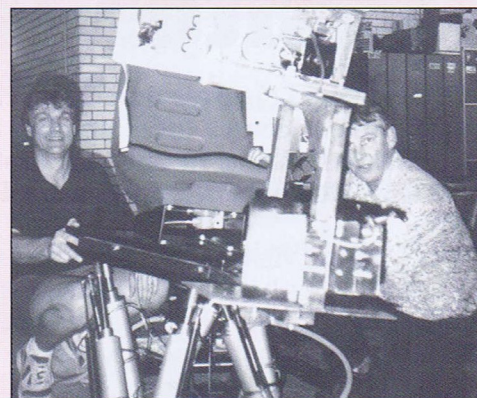


# OFLC LATEST CLASSIFICATION RATINGS

for Coin-Operated Amusement Machines

G - GENERAL	CLASSIFICATION	CONSUMER ADVICE
Aero Fighters II	G	General
Alpine Racer	G	Suitable For All Ages
Battlerace	G	General - All Ages
Bubble Bobble	G	General - All Ages
Cool Riders	G	General - All Ages
Cruis'n USA	G	General - All Ages
Desert War	G	Suitable For All Ages
Grand Striker	G	General - All Ages
Gunbird	G	General
Gururin	G	General
Hattrick Hero '95	G	Suitable For All Ages
Hoops	G	Suitable For All Ages
Indy 500	G	Suitable For All Ages
Krazy Bowl	G	Suitable For All Ages
Manx TT	G	Suitable For All Ages
New Great 1000 Miles Rally	G	Suitable For All Ages
NHL Open Ice	G	Suitable For All Ages
Power Spikes II	G	Suitable For All Ages
Pulstar	G	Suitable For All Ages
Puzzle Bobble	G	Suitable For All Ages
Puzzle Bobble 2	G	Suitable For All Ages
Puzzle De Pon	G	Suitable For All Ages
Raiden DX	G	Suitable For All Ages
Sega Rally Championship	G	Suitable For All Ages
Sonic Wings 3	G	Suitable For All Ages
Stakes Winner	G	Suitable For All Ages
Street Hoop	G	Suitable For All Ages
Super Sidekicks 3	G	Suitable For All Ages
Wing War	G	Suitable For All Ages
World Cup Volleyball '95	G	Suitable For All Ages
Zed Blade	G	Suitable For All Ages
G8+	CLASSIFICATION	CONSUMER ADVICE
Alligator Hunt	G8+	Low Level Animated Violence
Armoured Warriors	G8+	Low Level Animated Violence
Blazing Tornado	G8+	Low Level Animated Violence
Cyberbots - Full metal madness	G8+	Low Level Animated Violence
Double Dragon	G8+	Medium Level Animated Violence
Power Instinct II	G8+	Medium Level Animated Violence
Night Warriors	G8+	Medium Level Animated Violence
TH Strikes Back	G8+	Low Level Animated Violence
Tickee Tickats	G8+	Low Level Violence
Top Hunter	G8+	Low Level Animated Violence
Virtua On	G8+	Low Level Animated Violence
M - MATURE	CLASSIFICATION	CONSUMER ADVICE
Ring of Destruction	M	Low Level Animated Violence
Samurai Shodown	M	Medium Level Animated Violence
Virtua Fighter 2	M	Low Level Animated Violence
M 15+	CLASSIFICATION	CONSUMER ADVICE
Aggressors of Dark Combat	M 15+	Medium Level Animated Violence
Alien Challenge	M 15+	Medium Level Animated Violence
Alien vs Predator	M 15+	Medium Level Animated Violence
Crypt Killers (Henry Explorers)	M 15+	Medium Level Animated Violence
Dark Stalkers	M 15+	Low Level Animated Violence
Fatal Fury 3	M 15+	Medium Level Animated Violence
Fighting Vipers	M 15+	Medium Level Violence
Galaxy Fight	M 15+	Low Level Animated Violence
Kaiser Knuckle	M 15+	Low Level Animated Violence
Killer Instinct	M 15+	Medium Level Animated Violence
King of Fighters 94, The	M 15+	Medium Level Animated Violence
Lethal Enforcers II Gunfighters	M 15+	Low Level Realistic Violence
Marvel Super Heroes	M 15+	Medium Level Violence
Mortal Kombat 3	M 15+	Medium Level Animated Violence
Operation Wolf 3	M 15+	Medium Level Animated Violence
Outlaws of the Lost Dynasty	M 15+	Low Level Animated Violence
Point Blank	M 15+	Low Level Animated Violence
Primal Rage	M 15+	Medium Level Animated Violence
Samurai Shodown 3	M 15+	Medium Level Animated Violence
Savage Reign	M 15+	Low Level Animated Violence
Soul Edge	M 15+	Medium Level Animated Violence
Street Fighter Alpha Warriors Dreams	M 15+	Low Level Animated Violence
Street Fighter the Movie	M 15+	Medium Level Violence
Tekken	M 15+	Medium Level Animated Violence
Tekken 2	M 15+	Medium Level Animated Violence
The King of Fighters '94	M 15+	Medium Level Animated Violence
The Kung Fu Master		Bloodless Version Classification:
Jackie Chan	M 15+	Medium Level Real Violence
Time Crisis	M 15+	Medium Level Animated Violence
Toshinden 2	M 15+	Medium Level Violence
Virtua Cop	M 15+	Medium Level Animated Violence
Virtua Cop 2	M 15+	Medium Level Animated Violence
Virtua Fighter Remix	M 15+	Medium Level Animated Violence
Voltage Fighter Gowcaizer	M15+	Medium Level Animated Violence
World Hero's 2 Jet	M 15+	Medium Level Animated Violence
Wrestle Mania	M 15+	Low Level Violence
X-Men	M 15+	Low Level Animated Violence
MA 15+	CLASSIFICATION	CONSUMER ADVICE
Revolution X	MA 15+	High Level Animated Violence
The Kung Fu Master		
Jackie Chan	MA 15+	Medium Level Realistic Violence

# VISIT BY VIRTOGO PERSONNEL



*Bradley Engstrand (left) and Keith Freeman at work on the motion simulator base*

Both Bradley Engstrand and Keith Freeman from VirtoGo, Chicago, USA, arrived in Perth for a combined holiday and visit to Leisure and Allied Industries for the purpose of demonstrating their new six degrees of freedom motion simulator base.

The simulator is so compact when broken down to its fundamental components that it can almost fit into one suitcase.

The unit has been designed to operate pneumatically and has a number of support potentiometers to allow for smooth transition of motion.

It has the capability to accept video input as well as the ability to connect direct to a video game to provide for simulated movement during game play.

The system only requires that some software be written to interface the motion movement mechanism with signals coming from the game PCB and has the capability of being linked to a number of units.

Leisure and Allied Industries Design Engineers are currently evaluating the potential for use in future products that lend themselves into a motion system.

Brad and Keith informed Leisure Line that they had a marvellous time in Perth and were happy to be away from the bitter cold back home. They experienced one of the hottest February's in Perth and loved every minute of it. □



# Mini Theme Park Conference Hong Kong

A 3 day Mini Theme Park Conference was held in Hong Kong between January 31st and February 2nd.

The event was organised by AIC Conferences and held at Hong Kong's Furama Kempinski Hotel.

The Conference was attended by 40 delegates which included retail and entertainment developers, operators and other organisations interested in the development of "out of home" entertainment facilities.

There were some interesting case studies including Cinematropolis USA presented Iwerks Entertainment Executive Don Savant, Sega World Australia presented by Sega Enterprises Australia CEO Kevin Bermeister, Timezone presented by CEO Malcolm Steinberg, City Walk USA presented Richard Orne, Vice President of Design and Planning for MCA Recreational Services USA, Hard Rock Cafe presented by General Manager John White and the development of Disney Merchandise stores presented by the General Manager for South East Asia, Mr. Peter J. Dove

Other speakers included Brian Hall, General Manager Japan and Asia Pacific for the Imax Corporation who spoke on the opportunities in North Asia for location based entertainment.

James Cheng gave presentations on the convergence of retail entertainment, creating destinations and attractions in shopping malls.

James Lim, Managing Director of Eschol Interactive (Singapore) Pte.Ltd. gave an insight into virtual reality technology.

Mark Driscoll, Vice President of World Wide Marketing for the Land Mark Entertainment Group USA also presented a case study of an urban entertainment complex.

Conducting effective market research and financial feasibilities was a subject of William Radtke, Director of Research,

Leisure & Recreational Concepts USA.

Mr. Tony Murray, the General Manager of Asian Operations for the Hoyts Corporation Pty.Ltd. of Australia gave his views on how cineplexes represent the next generation of location based entertainment centres.

Mr. Jeffrey McNair, President of FORREC Ltd., the Canadian Design organisation gave a presentation on the digital museum, a new land based entertainment concept.

The Conference overall included an impressive panel of speakers who gave delegates a good insight into "out of home" entertainment in the future.

Technology and competition is rapidly changing the product formats and mixes for both inter-active and passive forms of entertainment. Conferences of this nature provide a forum to examine the latest trends and developments and exchange ideas between operators and developers from all parts of the world.

The next major leisure entertainment Conference will be Leisure Asia 1996 to be held at the new Singapore Exhibition Centre on March 21st - 23rd. Interested parties should contact:

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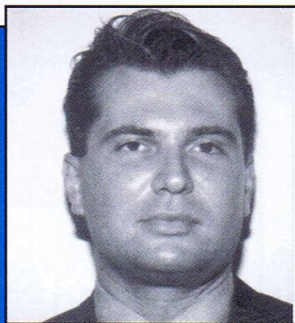
Last month, the Federal Treasurer announced that "the Government will abolish the Tariff Concession System with effect from 1st July 1996 in respect of business inputs".

The statement has created a great deal of uncertainty in the minds of importers and manufacturers. If the Tariff Concession System is abolished, it will be bad news for the amusement game industry. Currently, there are many products which are

imported under Tariff Concessions. Pinballs for example are subject to a Tariff Concession where they are currently imported duty free. If the Concession System is abolished, it will mean an increase in prices.

A change of Government may also mean a change in Government Policy on this issue so the whole issue is still very unclear. □





# Street Wise...

## News and Views from New South Wales

Alex Nash - LAI Sales New South Wales

# You're Too Expensive



Many times of late, I've heard three words used together. Coming from an extremely competitive background myself, these words don't have a very big impact on me, at least not anymore.

What are these three words you say? You're too expensive! It seems to me that these words have a habit of coming out automatically, from potential customers and customers alike. An item that is the cheapest does not mean it represents the best value, does it?

Why is a grilled piece of fish at the waterfront restaurant considerably dearer than it is at the corner fish shop? The fish is the same after all. The answer is quite simple. Service, after sales service, standing behind your

product and most of all guaranteeing the quality of it.

Just ask the patrons at the waterfront restaurant and a lot of things will become clear.

So next time you require some equipment from Leisure & Allied Industries (LAI), rather than automatically saying "you're too expensive" ask us, what am I getting on top of my equipment that is justifiably more expensive at LAI.

The answer may pleasantly surprise even the most ardent negotiator.

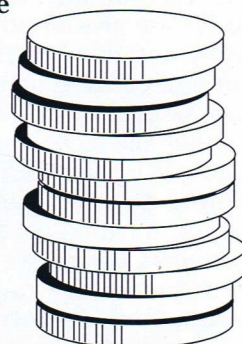
Please, don't let price alone sway your decision as to where you shall purchase your equipment.

This year will herald some very exciting and innovative products which we are already starting to

see. Yes it all has to be sold, so come in and negotiate.

With every new piece of equipment being purchased, we are seeing more and more trade ins. I hate taking a walk through our warehouse and looking at all of our used equipment gathering dust, when it could be used on someone's site earning money for them. We stand by our used equipment as well as we do with our top of the line feature pieces.

So don't be shy, bring in your cheque book and "Let's do a deal!"



## NSW News

The office of LAI NSW would like to take this opportunity to wish Canberra operator, Harry Katsanevas, and wife Linny, congratulations on the birth of their first child, a boy. Brock, weighing in at 7lb 6 oz, came into the world on the 7.1.96, with both mum and baby doing well.

Well, Sydney operators can finally rejoice. That well worn familiar face of Greg Butcher won't be seen around, as he's quit the business (it took us all long enough!). With his sardonic grin and dry sense of humour, Greg will be sorely missed. (Yeah right, doubled up with laughter and joy!) Hasta La Vista, Baby!

Welcome to the industry to Site Operators Michael Damcevski, Sydney and Hans Fecht Port Macquarie. Hope your new venture rakes in \$\$\$ for you.

Our accounts assistant, Maya Sorensen, has decided to leave us for good ol' Melbourne - Why!? Anyhow, we all wish you success in your new endeavours.

We would also like to introduce our new receptionist Maree Eaves. Maree is replacing Yvette Mosely, who has been promoted to Sales Assistant. Congratulations to both of you.



# GAUSELMANN GROUP SUCCEEDS INTERNATIONALLY

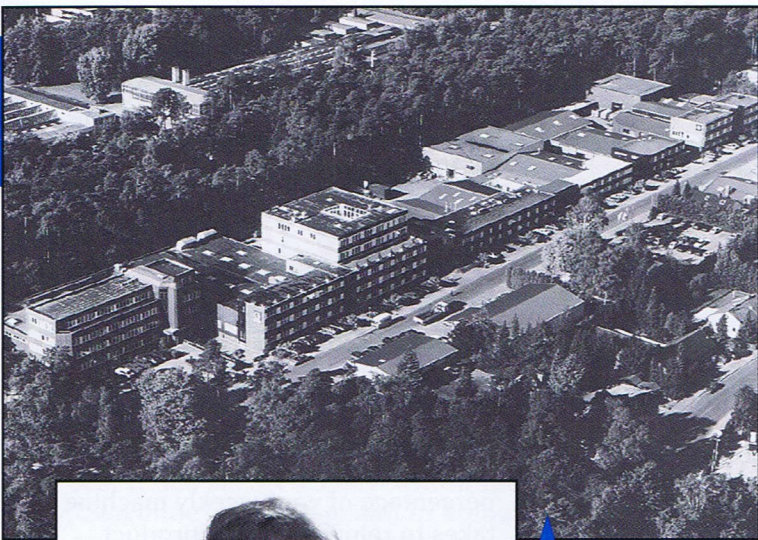
The path pursued since 1993 of focusing on new market in the international casino business is marked with increasing success.

The Group's commitment in the international casino machine market is grouped under the umbrella of Atronic Casino Technology.

In the past financial year 1995, following two years of development work, the philosophy of the Atronic team "We Play Harder" was crowned with success. The basis for this breakthrough was strict customer orientation, quality management "made in Germany" and the innovative genius of a young, highly motivated team of multinational employees.

Atronic's video slots with excellent 3-D graphics on high-resolution screens are unparalleled on the world-wide casino market. Games like "Volcano Island" and "Hot Cash", combining witty ingenuity and elements of entertainment, were launched onto the market.

Today, Atronic is represented by their products in approximately 40 countries.



*The main office of the Gauselmann Group in Espelkamp. Here the Gauselmann Museum was opened in 1995*



*Founder and head of the Gauselmann Group : Paul Gauselmann*

*Michael Gauselmann : responsible for the international market*



## GAUSELMANN GROUP ANNOUNCE AN INCREASE IN TURNOVER

Despite unfavourable national economic framework conditions the Gauselmann Group are satisfied with the sales development of the past financial year.

The adjusted and fully consolidated Group turnover amounts to DM 867 million (1994: DM 834 million). This represents an increase of 2.8 percent.

The Company Group have 3,004 full-time employees if the entire company group's part-time jobs are converted into full-time, representing a real growth in employment of 138 full-time jobs in comparison to the financial year 1994.

In the past financial year the Gauselmann Group invested DM 85 million (1994: DM 70 million). This represents an increase of 21.4 percent compared to the previous year.

The Gauselmann Group record a domestic turnover of DM 770 million (1994: DM 742 million). Development in the new strategic growth markets of the future was extremely positive.

In the more traditional export business of the subsidiaries, Stella and Nova, the Company Group remained within the framework of overall market developments, recording a slight decrease in sales.

On the other hand, as leading operator of game halls in Europe, the Group set new and successful

standards

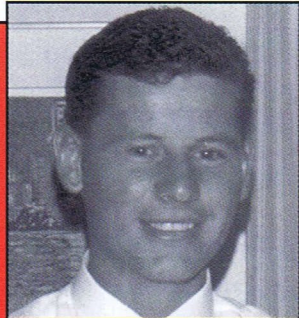
with the new equipment and offer concept of the Merkur games hall, Funny-Land.

As far as the slot machines are concerned, the Games Specialists are concentrating on the attractiveness of new games ideas and technical refinements. Therefore, at the beginning of the year they will not only be presenting process innovations but, above all, product innovations.

The family managed company group stand up for their responsibility for the economy, society and the environment.

With great entrepreneurial commitment under the management of Michael Gauselmann, a unique collection coin operated merchandise, service, cash, amusement and slot machines was put together. The museum in Espelkamp was opened a few months ago. □





# Market West...

## News and Views from Western Australia

by Scott Maclean - WA Sales & Service Manager

### CONDITIONS & AFFLICTIONS OF OPERATORS

I was browsing through the LAI catacombs the other day, among the dusty old manuals for Frogger and Elevator Action, past the dry shrivelled skeletons of service managers who had well passed their use-by date, when I found a big, leather, bound book.

*After blowing off a billowing cloud of dust I could make out some ornate gold writing: "A Journal of Medical Conditions that Afflict Operators". Let me share some of the eye-opening conditions and afflictions unique to operators that I discovered in the thick, yellowing pages of that book.*

#### NAME: STINGEY-BUM-ITIS (LATIN: TIGHTWAD)

**Symptom:** Breaks into cold sweat whenever a customer says: "Gee, it sure would be nice to have a game that was less than 10 years old!"

Wallet is grafted to hip and can only be opened through great pain or surgery.

Stubbornly sticks to the belief that the best games are the old ones, so why buy something new?

Result of catching stingey-bum-itis: A hollow feeling in the cash box, followed by increasingly irate site owners, frustration of operator and possibly even bankruptcy.

**Cure:** Lash out and buy a couple of successful, fairly new games instead of torturing your customers with museum pieces.

#### NAME: ICANNOTMAKEUP MYMIND-MONIA (LATIN: PROCRASTINATOR)

**Symptoms:** Has dizzy spells and fainting attacks when faced with any kind of decision, ie: Shall I buy this new machine that has rocketed up the charts or shan't I (after all, LAI may have forced RePlay at gunpoint to print the game at the top of the charts just so they could suck me into buying it), shall I repair this machine or duck off for lunch, shall I buy lunch or make it, shall I wear red undies or blue ones?

Result of catching this disease: Nothing ever gets done, you never buy a new machine, you don't know what you are doing and everyone thinks you're a bit of a dill.

**Cure:** For goodness sake, make up your mind. Sure, there is a chance you may make a wrong choice now and then, but if you keep informed, you are more likely to make the right one. Besides, life is spelt R-I-S-K.

#### NAME: GREEDIUS PIGIUS (LATIN: GREEDIUS PIGIUS)

**Symptoms:** Disdains any suggestions that some of the cash flow of this operation should be reinvested into new machines, then complains about dwindling cash box levels.

Uses ALL profits on building the new gazebo, installing the pool or buying that baby grand for the kids who can't play anyway.

Result of catching Greedius Pigius: You become a greedy pig, but a poor one.

**Cure:** Very simply - set aside a percentage of your weekly machine takes to reinvest in new product.

#### NAME: LARD BUTT (LATIN: LAZINESS)

**Symptoms:** Never works the sites, thinks a successful round can be maintained simply by dashing in, collecting the dough and turning a deaf ear to the site-owner's plaintive cry of "Please can we have a new game - the kids just aren't playing Space Invaders anymore".

Neglects service calls and machine maintenance - can recognise machine of a Lard Butt because it is generally surrounded by a cocoon of chewing gum and graffiti and is sticky to the touch.

Refuses to keep up with industry trends and then wonders why those machine are not making any money ("I can't understand it - but it must be LAI's fault!")

Result of Lard Butt - You continue to pull your \$50 a fortnight from some obscure dirty machine in some obscure dirty fish 'n' chip shop while you scratch your head and wonder enviously how those guys who put that Sega Rally into the Trendyville Bar and Grill can make \$1500 a week.

**Cure:** Find out where the big money is happening, get off your lard butt and get involved!

**There were plenty of other interesting medical conditions unique to operators listed, but then I found an even more interesting book - "The Many Ailments of a Longsuffering Service Manager". Boy, was that encouraging reading!** □





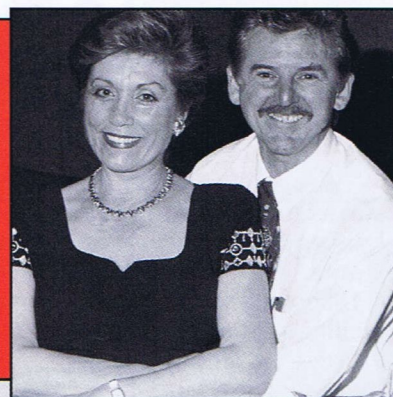
## Victorianna

On the 9th January, 1971, Wheel'n Deal'n Whelan closed the best deal of his life, he married the lovely Connie!

Peter and Connie celebrated their 25th anniversary with some 40 guests at one of Melbourne's finest restaurants.

From all reports it was a great day until Peter received the bill - Peter now knows how operators feel when they leave his office!!!

We wish Connie and Pete all the happiness for the years ahead.



Bigger than Ben Hur... That will be the motto! So says enterprising and pool table operator extraordinaire, Greg Skerri who along with Bruce Matheson are expanding at a mighty rate into top of the line hotel sites. This company's expansion is an example of the

new professional management direction that our business is moving in and all operators large and small should take note.

## WA Wafflings

Interested in 2 working condition antique pins by Williams? Call Phil on (09) 339 8507 for more details on the 1972 Travel Time and 1968 Hay Burner.

We recently received a call from a perplexed customer on a remote mission in the far north of the state, regarding his recently purchased upright video which he couldn't get working.

We registered our surprise that he was reporting its inability to function at this late stage as the carrier had picked it up a month before. He recounted the various stages by which it had reached the mission - a series of truck excursions to remote terminals and exchange points. We established that it had reached him a week before and I wondered aloud why he had not tried to operate it until now.

With some surprise our intrepid new operator retorted that he thought it wise to wait until the cabinet had dried out!!

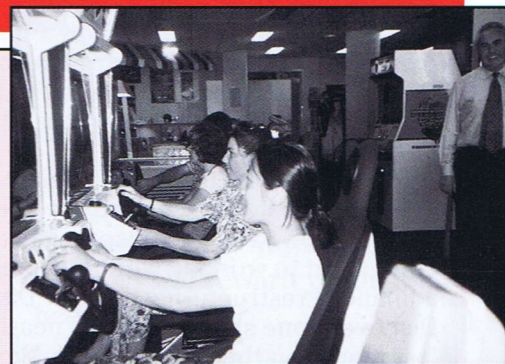
On further investigation it appears our unfortunate upright had encountered the tail end of a cyclone during its journey north on the back of an uncovered ute!!

What do the LAI head office staff do during their lunch break?

Test machines in the showroom of course.

Pictured hard at work are (from the front): Clerical assistant Daphne Ong, Warren Lance's secretary Cherie McGlew and can you

see "Uncle" Tom Bishop beaming happily in the background?



It's lucky they're West Coast Eagles and not West Coast Seagulls...

Two well known operators who shall remain nameless (because the last thing we want to do is embarrass them since they play in WA's premiership AFL team in Guernseys No 1 and 2), recently scored a plum site on Rottnest.

The only hitch is getting there for the collects.

It seems the two lads spend most of the voyage there and back with their heads over the side feeding the fish.

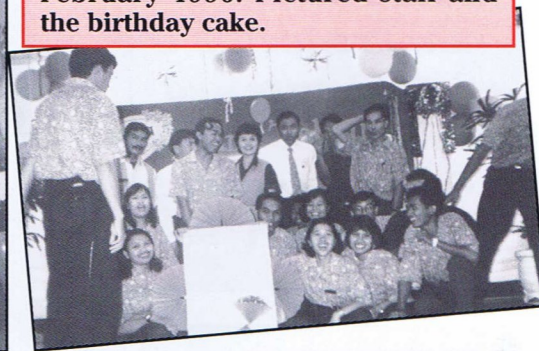
## Indo Info

Juan Uribe returned to Jakarta after a short visit to Australia sporting a beard - the Indonesians believe it is the great sunshine we have that makes everything grow quickly. Wonder whether he still has the beard by the time Juan reads this!

Galaxy Mall in Surabaya (an hour's flight from Jakarta) opened a Timezone (1300 sq.m) in February. The Mall also houses a Laser Quest Centre. Tickets are Rp 10,000 (approx. A\$6) for 15 minutes play and customers have to register before they can play in the centre.



Timezone Legian just celebrated their First Anniversary on 27 February 1996. Pictured staff and the birthday cake.



Jakarta was flooded from 10 Feb - 12 Feb 96 submerging Timezone King Harco which had to be closed for 1 day. Warren Lance Financial Director of LAI experienced first hand the trappings of the flood.



# DISCOVERY ZONE MAY FILE BANKRUPTCY

The USA Discovery Zone chain of some 330 stores throughout the United States may file bankruptcy and close an unspecified number of stores.

Discovery Zone is a children's entertainment facility built around soft play ball crawl type attractions. The company is 49% owned by the huge American Corporation via VIACOM Inc.

**The announcement follows months of unsuccessful negotiations with the company's lenders.**

The Discovery Zone stake was initially acquired by Block Buster entertainment Corporation prior to it's acquisition by VIACOM.

**Discovery Zone's deteriorating financial condition comes at a time when it's Chief Executive, Steven R. Berrard is contemplating leaving the company according to Industry rumours. Mr. Berrard is also the Chief Executive of Block Buster.**

Mr. Berrard declined to comment directory, but a spokesman said Mr. Berrard says he "has not made any decision to leave the company and "is committed to working with the company to develop a financial restructuring plan for Discovery Zone". Discover Zone shares plunged nearly 63% to \$1.12 last month on the Nasdaq Stock Market after their company said it was seeking re-organisation under Chapter 11 of the US Bankruptcy Code. The Company shares previously traded at \$20 in 1994.

Once a high flyer, Discovery Zone over-expanded and failed to keep its playgrounds and food offerings compelling to parents and children.

Mr Malcolm Steinberg, CEO of the Leisure & Allied Group told Leisure Line that his company had researched the possibility of establishing a chain of similar stores in Australasia but market research had indicated that the children's market was a difficult one to cater for. "Children have a very short span of attention and tire of things easily. In order to maintain their focus, it is necessary to continually introduce new products and attractions which can involve high levels of capitals of expenditure. It was for this reason mainly that we decided not to proceed with the venture", said Steinberg.

**However, other companies have ventured into the Australian market place.**

Hide and Seek, a division of Village Nine Leisure, has established 3 locations within their Intencity sites at Hurstville, Parramatta and Tuggerah in New South Wales.

**A Canadian Franchise, "Kidz Sportz" is being developed by a subsidiary of the Greater Union Cinema Organisation and their first store opened in the Sydney suburb of Bondi Junction last year.**

Similar concepts have been developed in a number of cities in Asia with varying degrees of success.

## APLINE RACER WINS AWARD

***Apline Racer won the award for the Best New Product in the Coin-operated Arcade/Redemption Game category at the IAAPA '95.***

Kevin Hayes - President of Namco America with Masaya Nakamura - Chairman of Namco holding the award for Alpine Racer.





# AOU SHOW FEBRUARY 1996

The Amusement Operator's Union of Japan (AOU) held their annual amusement expo at the Makuhari Messe Exhibition Centre which is located about halfway between Tokyo's Narita Airport and the Downtown Area.

The Show is one of 2 shows held annually, the other sponsored by the Japan Amusement Machine Manufacturer's Association (JAMMA) which is held in September of each year.

The Exhibition Centre was crowded with thousands of people because not only was the Amusement Expo in progress, but the annual



Personal Computer Show was also being exhibited in the same complex.

The major exhibitors for the amusement/FEC industry were as expected Sega and Namco however other exhibitors displayed some interesting and unique product.

## namco

A number of new products were released from the Namco stable which is consistent with this company being one of the leading developers of arcade games.

### PROP CYCLE

"Prop Cycle" realises the human dream to fly the sky freely on the wing. The cabinet houses a futuristic type cycle which operates a propeller allowing the player to fly with the aid of wings. This is simulated on the screen and the object of the game is for the player to knock out a series of balloons as he flies above the rivers and canyons. Each balloon displays a points value and those with higher points values are more difficult to hit. The game comes in 2 versions, 50" DX and a 29" model. Although this game is quite different, it will appeal to the type of player who enjoys "Alpine Racer" and based on the success of that game "Prop Cycle" is likely to be a success.



This is an interesting prize redemption game based on the "Pac-Man" theme made famous by Namco in the 1980's. After the insertion of a coin, the machine discharges a 20 cm spherical capsule containing a prize. By winding the handle on the control panel, the object of the game is to lift the capsule to the top of the ladder avoiding the Pac-Man characters which horizontally move backwards and forwards at random. Once the capsule is lifted to the top of the ladder, it is automatically retrieved by the player.

*continued over...*



**NAMCO® UPDATE YOUR RIDGE  
RACER 1 OR 2 WITH**

# **Rave Racer**™

**Blinding Speed**

**Intense Courses**

**View Change**

**Feedback Steering**

**8 Player Competitive Network**

**Time Trials**

**Three-Dimensional Polygon Grapics**

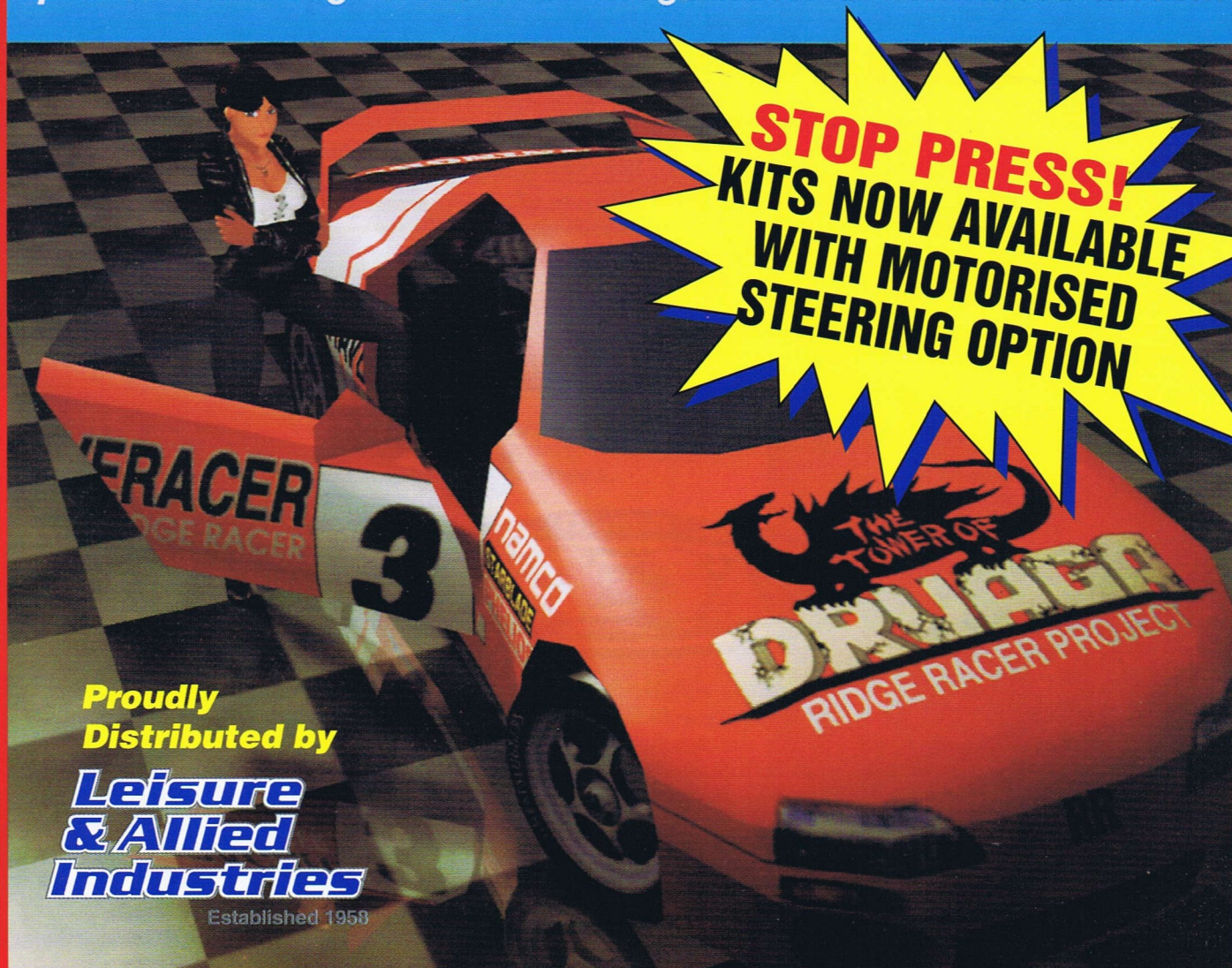
**Universal Appeal**

**Update Your Ridge Racer 1 or Ridge Racer 2 with RAVE RACER!**

**STOP PRESS!**  
**KITS NOW AVAILABLE**  
**WITH MOTORISED**  
**STEERING OPTION**

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**Leisure  
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Established 1958





# ACE DRIVER VICTORY LAP



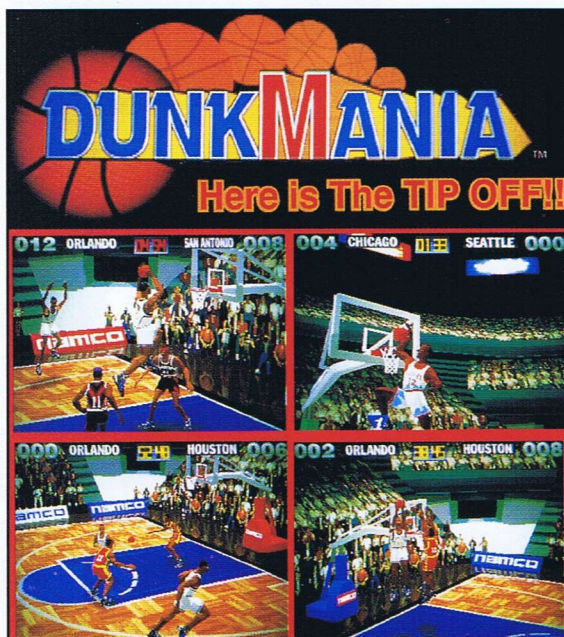
**namco** continued...

This is essentially a sequel to the previously successful Namco "Ace Driver" but with improved graphics and 3 individual courses for the player to choose from. The courses include the Serow Valley Circuit, Stream Field Circuit and the Capital City Circuit, all with varying degrees of difficulty. Like "Ace Driver", "Ace Driver Victory Lap" can be linked up to 8 stations and is available either as a dedicated game or a conversion for any of the "Ace Driver" models.



## WANI-WANI PANIC RAP VERSION

This game is essentially a remake of the original "Wani-Wani Panic", known in the Western world as "Whac-a-Gator" or "Whac-a-Croc". It features a much more colourful cabinet with a dot-matrix display system. It also has improved sound effects.



"Dunk Mania" is a new 3-D style basketball game which is available as a conversion kit only. It is based on the Namco System 11 PCB which means that it should sell for about the same price as previous System 11 games such as "Tekken", "Tekken 2" and "Soul Edge". Graphically, the game is certainly of NBA Jam quality or better.

## XEVIOUS 3

A new low priced conversion game which is a 3-D version of the original "Xevious" game made famous in the 1980's. Unlike the original "Xevious", this new



version contains texture mapped polygon graphics, model animation, morphing, 3-Dimensional action and camera works as well as a computer graphics movie in the attract mode".

## CLASSIC COLLECTION

This is the 2nd in the series of Namco Classic Collection games. The first series released recently was only moderately successful. The current game includes 3 popular titles "Pac-Man", "Rally X", "Dig Dug" and "New Rally x"

continued over...





# Non-Stop, 3D Rapid-Fire Action!

VIRTUA COP 2 is head-spinning, palm-sweating action that'll knock your socks off! This hardcore, 3D shooting adventure explodes with rapid-fire action, new characters and high-speed car chases.

## Fast Action Got Faster

If you liked Sega's smash hit VIRTUA COP, you'll go absolutely ballistic for Virtua Cop 2! It's twice as fast! Graphics run at 60 frames per second (compared to its predecessor's 30 frames per second). It utilizes the same arcade engine as Virtua Fighter 2 and Daytona USA, so movements are smooth, flowing and incredibly realistic.

## Bad Guys Got Badder

Virtua Cop 2 features the meanest, nastiest villains ever put on a video screen. They come at you from all angles, there's no time for diplomacy. If they move, shoot. And keep on shooting until they stop moving.

## Smooth Play Got Smoother

Virtua Cop 2 has features that make it the smoothest shooting game in the world...

- FREE GUN SYSTEM – Grip the gun and aim it at the enemies on the monitor with no restrictions
- LOCK-ON-SIGHT – The most dangerous enemy is indicated automatically with this auto zoom feature.
- MULTIPLE PLAYERS – A second player can join the game at any time.
- EASY GUN ACTION – Simply re-load by shooting outside the screen
- SENSATIONAL SOUND EFFECTS – Improved sound effects and thrashing music create the brawling buzz!



## Battle the "EVL" Crime Empire through three gut-wrenching missions...

### Mission #1 - THE BIG CHASE

The "EVL" crime wizards have attempted the biggest jewelry heist in the city's history. You must break it up then chase them down on a high speed hunt, gunning down everything in your path from motorcycles to helicopters.

### Mission #2 - SAVE THE MAYOR

The mayor has been kidnapped aboard a luxury cruise liner. Fight through the ship, blowing away "EVL" scum until your final confrontation with the boss abductor. This is definitely NOT the Love Boat.

### Mission #3 - RAILLINE SHOOTOUT

Crush the terrorists where they live! Infiltrate their hideout in the far reaches of an underground railline, then bust your way through to the final fight with the "EVL" crime boss!

With massive improvements to the already enormously successful Virtua Cop, Virtua Cop 2 is sure to be one of the biggest money-makers this year!



# VIRTUA COP 2

# SEGA



**The Bad Guys Are Back**

**And Now They're Mad!**

# VIRTUA COP 2

THE MEANEST, NASTIEST VILLIANS EVER PUT ON A VIDEO SCREEN. THEY COME AT YOU FROM ALL ANGLES. THERE'S NO TIME FOR DIPLOMACY. IF THEY MOVE, SHOOT. AND KEEP SHOOTING 'TIL THEY STOP MOVING.

**SEGA**

**Proudly Distributed by Leisure & Allied Industries**



**LEGENDS DESERVE A SECOND LOOK**

**KITS NOW  
AVAILABLE**

**CONSISTENTLY  
PRODUCING OVER  
\$1,000 A WEEK IN OUR  
TEST LOCATIONS**

# FIGHTINGVIPERS

**THE ULTIMATE 3D FIGHTING ACTION**

FIGHTINGVIPERS, the most innovative 3D fighting game is available at last! FIGHTINGVIPERS, even more exciting than another simulated fighting games!

ULTRA REALISM HYPER-SPEED EXCITEMENT

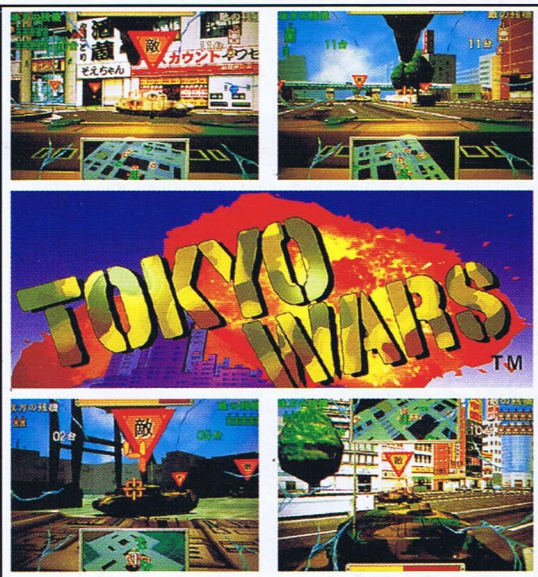
and  
THRILLS

**SEGA™**

**Exclusive to:**  
**Leisure  
& Allied  
Industries**

Established 1958





This is a new tank game where players drive armoured tanks through the streets of Tokyo. In the 50" screen version, the driver's capsule move on impact or when the tank canon is fired. The game is based on the Super System 22 PCB with link capabilities of up to 4 units. It is seen primarily as a major location game where there is space available to justify the linking of up to 4 stations.

Texture mapping graphics gives a very high degree of realism which clearly identifies various Tokyo streets. In the 4 player link version, the game presents a very exciting experience.

## SEGA

Sega is arguably the leading game producer in the world wide market. Their range of product on display at AOU was strong testament to this claim.

Apart from some outstanding games which were previously released and reported on such as "Manx TT", there were a number of new games which looked good potential

## VIRTUAL ON

This multi-player fighter game contains 3-D graphics which are some of the best that have been seen in the industry. The camera angles and the scenery background to this game is outstanding. We also understand the game has been tested in major Japanese locations with earnings report showing up to 350 games per day. At 200 yen (\$2) it obviously has high earning potential. The game will be released in the March/April time period.



## MANX TT Super Bike

Although the 50" DX version has already been seen in Australasia, the twin player version will be released in the market in April. It features twin 29" screens with a slightly different motion action to the DX model. The DX model has already proven to be an outstanding success and as with

"Daytona", (another successful Sega game), it is likely that the twin version will also be very successful.



## DEC ATHLETE

This is a new Sega sports PC game using 3-D texture mapping graphics technology in a number of sporting events including javelin throw, discus throw, long jump and sprint etc. It is kind of like a modern day version of the original Konami Hyper-Sports game which was a big success in the late 1980s. As sporting games are coming back into vogue, this game could be a winner for Sega.

## AQUA STAGE

A 4 player pusher/cascade game featuring an electronic fish aquarium. It is electronic insofar as the fish images are generated by computer graphics. Genuine air bubbles are generated in front of the screen to give the illusion that they are coming from the tank. The visual features an array of tropical fish to create an excellent theme for the game.

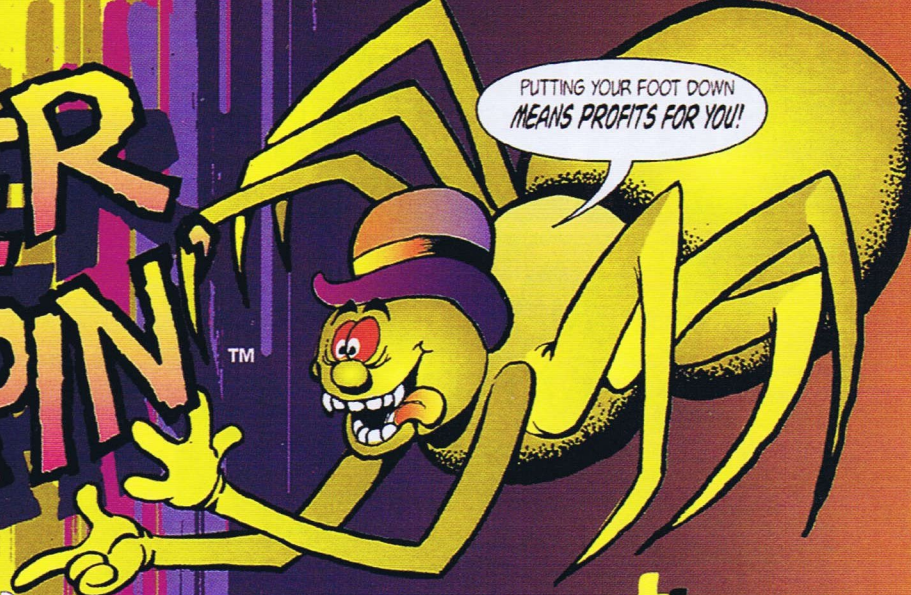
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**JALECO®**

# SPIDER STOMPIN'™



LARGE L.E.D.  
SCORE DISPLAY

STOMPS:	100
MISSES:	100
PERCENT:	100 %
CREDITS:	<input type="checkbox"/>

NON WORD  
SCORE DISPLAY



## Step up to Profits!!!

Jaleco is proud to present *SPIDER STOMPIN'* an exhilarating physical romp that will leave kids of all ages laughing and longing for more!

**A PROVEN WINNER!!!**  
**THE CHARTS SAY IT ALL!!!**  
**REPLAY PLAYERS CHOICE**  
**No 1 Spider Stompin'**  
**JALECO**

# \$\$\$\$\$\$

**Dimensions - 57" Deep 41" Wide 66" Tall**

**Exclusive to**

**Leisure  
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Industries**

Established 1958

**SPECIAL  
NON  
SKID  
SURFACE**

**STOMP ON  
SPIDER TARGETS  
WHEN LIT**



**JALECO®**

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## TREASURE ISLAND

This 4 player rotating pusher/cascade features a rotating wheel in the centre of the playfield which pushes coins towards 4 independent players. There are playfield features which gives special values for coins which fall into certain holes in the playfield plus addition coin returns for coins which are pushed over the edge. Plastic walls appear to protect each player's playfield from the others. The player has a degree of control by manoeuvring the arm which delivers the coin on to the playfield.

## ROKA ROKA SATIN

This game is licensed by Sega from the Kato Corporation. It is a hammer game using the new monitor technology. The player attacks targets from the screen with a plastic hammer which on impact, causes a splattering of the target. Although it is too 2-D instead of the 3-D hammer games, the targets are a lot more colourful and variable.

## GUNBLADE

This new 2 player gun game in a huge 50" DX screen provides exceptional "Virtua Cop" style graphics in a big anti-crime shoot out. The game graphics and story line is quite different to "Virtua Cop" with the action being much faster and more spectacular.

The players are shooting from an airborne helicopter which swoops and dives around the city streets. The camera 3-D effect is outstanding making the graphics look like an Arnold Schwarzenegger movie. We predict this to be a top shooting game.

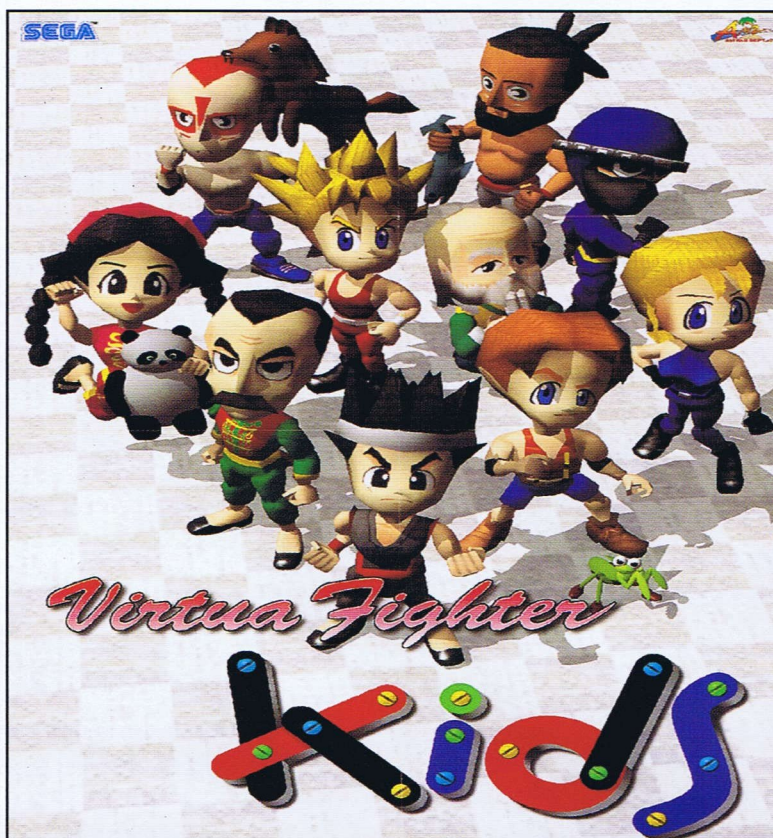
## VIRTUA FIGHTER 3

Sega showed a demonstration of this game featuring their model 3 real time CG graphic system. This outstanding new technology produces graphics never seen before in the amusement game industry. It can be truly said that computer graphics have now reached film type quality. A graphic type presentation of a Terminator 2 type moulten character produce graphics which are unlikely to be improved on in the foreseeable future. Some of the technical qualities include graphic performance of 1 million polygon per second with a rendering of 60 million pixels per second plus 16 million coloured textured perspective mapping trilinear interpolation micro texture.

The shading technology includes high spectacular gouraud shading incorporating both thick shading and flat shading. Special effects include the creation of fog graphics with 32 levels of translucency.

The sound section CPU is 60EC000 which has a sampling rate of 41.1 Khz with Fpx2 midi-interface, 16 bit, 64 voice and 4 channels.

The graphics and sound presentation produced during the demonstration were of a level much sharper and clearer than ever seen before in an amusement game product. There is no doubt that competition in the industry is now driving graphics and sound quality to a point where players will begin to enjoy experiences never before possible.



## VIRTUA FIGHTER KIDS

An unusual approach to a game obviously designed for the children's market sector. It features child-like images of some of the original "Virtua Fighter" characters. The game was developed by the AM2 R & D Department which has been responsible for outstanding games such as "Daytona", "Rally Champ" and "Virtua Cop 1 & 2".

## SONIC V FIGHTERS

A new fighting game featuring the famous Sega characters including the Sonic Hedgehog. Sonic fights a number of characters including Tails, Espio, Fang, Bean, Knuckles, Amy and Bark. This game could perform well in markets where Sega characters are popular. It contains the normal Sega 3-D graphics and texture mapping technology.

continued over...



# CONGO

Hippos,  
Snakes,  
And  
Killer  
Apes.

(And that's just  
the first ball.)



THE MOVIE™

THE  
KENNEDY/MARSHALL  
COMPANY



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# Tony's Palace Features New Slots!



## BALLY INQUISITOR

THE LATEST IN PINBALL NEWS AND GOSSIP

Investigate the slots and discover real casino-like fun and rewards including megapoints, mysterious clues, sleuthing equipment and a chance to capture the murderer. The luckiest will win Jackpot, extra ball or multi-ball. Hit any pair on the slot machine to start the Second Chance round.



Check out the new Slot Machine at Tony's Palace

# WHODUNNIT?



Bally embroiled in murder mystery, four suspects being questioned.

WILLIAMSTOWN, NY – A mysterious murder took place late Friday evening at Tony's Palace, the nation's premier casino. Ace investigator Nick Spade is on the case which has shocked this gambling metropolis. Police are rounding up the usual suspects.



"Several people seen at the casino around the time of the murder are wanted for questioning," said Police Commander Joe Dillon.



### WHO dunnit? Answers Earnings Mystery

Detective Spade says he has information which could lead him to the murderer. Explaining that time is of the essence, Spade said, "If I could only hit a pair on the slot, I could get a Second Chance."



### WHO dunnit Is The Answer

Nick Spade pointed out that this is no ordinary pinball game. Beyond the casino features, there's still the challenge to solve a murder mystery.



### Your Key To Finding Pinball Profits

"WHO dunnit is an engaging mystery to solve," Spade added. "You need to combine clues you discover with background information on each of the four suspects to close the case."

"It's time to discover WHO dunnit."

-Detective Nick Spade



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# KONAMI INC

After "Crypt Killer"/"Henry Explorer" and their driving game "Midnight Run", Konami have made it quite clear that they are in the dedicated game business to stay. There appears little doubt that this lesser known company is going to throw out a strong competitive challenge to the heavyweights like Sega and Namco.

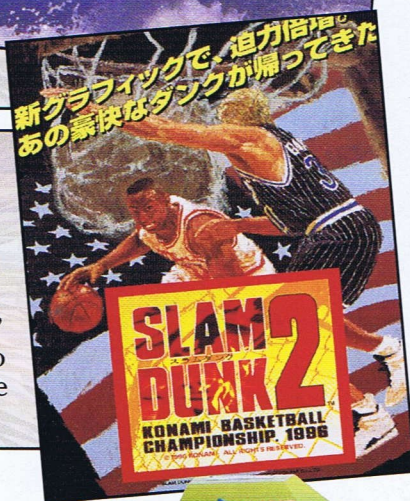
## JET WAVE

A new jet ski game that features a simulated jet ski which moves the motion platform to give the same movement effect as the real jet ski. Coupled to a 50" screen, the game features a jet ski race along a pre-determined water course. Although the game is only 30% complete and not due to be delivered to the market until August/September, it has the makings of a hit game based on the success of the Namco "Alpine Racer" which has a similar format with no skiing.



## SLAM DUNK 2

This game is competing with the Namco "Dunk Mania". It is hard to pick which one will be better as both have good graphics. Arguably, the characters in the Konami "Slam Dunk 2" might be slightly more detailed than the Namco game. The game should do well in markets where basketball is popular.



# TAITO CORP

One time the leading company in arcade games, Taito have not been a major contender in recent years. Since the death of the company founder, Mr. Michael Kogan in 1988, the company appears to have lost its vision of direction when it comes to new game products. Nevertheless, there were some offerings worthy of note.

## LANDING GEAR

Taito have had 2 or 3 flight simulator games in the past starting with the original "Top Landing". Now they have come up with a new flight simulator entitled "Landing Gear". The player has the choice selecting one of 7 different aircraft including a training plane, small jet liner, seaplane, passenger aircraft, jumbo jet, fighter plane and the space shuttle. Once the aircraft is selected, the player must pilot the aircraft to a safe landing. It is a challenging game for experienced or would be pilots requiring special skills in the landing procedure. A mis-calculation will result in the aircraft crashing and exploding into a ball of flame. The game could be potentially successful in both arcade and street locations.

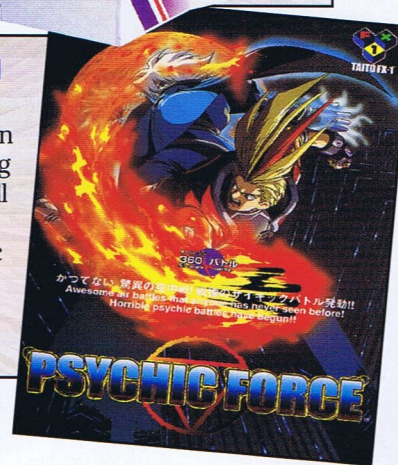
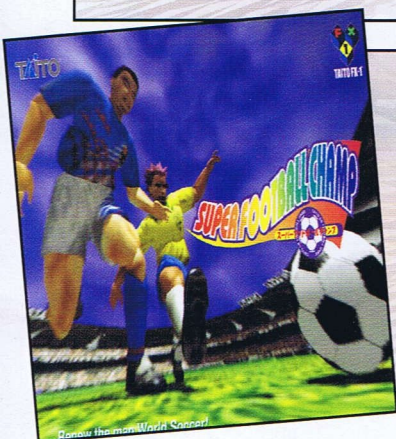


## SUPER FOOTBALL CHAMP

A new soccer game from Taito featuring a number of well known international players. Soccer games have always been a strong product from Taito and this one may prove equally successful. It will be available in April as a conversion kit.

Other Taito conversion games on display included "Psychic Force", "Tiger 2" and "Ray Storm".

"Ray Storm" was a futuristic aerial fighting game featuring some very good 3-D graphics. It may well be the best of the bunch.



continued over...



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# JALECO

## SUPER GT 24 HOUR

Although this company has been struggling to compete with the industry giants in recent years, they have produced a new driving game entitled "Super GT 24 Hour". There is nothing special about the cabinet but graphically, they appear to have done a good job incorporating some of the features of "Daytona" and other successful driving games. The criticism here is that their hardware support appears to be lacking. The steering is very difficult and it does not appear to be power operated. There is a tendency to under steer making it very easy to run off the track. There are two courses and 4 cars to select from.



## SPACE FIGHTER

The best description of this game would be a mechanical "Space Invaders". A space ship containing 5 rows of 5 "Space Invaders" (25 in total) approaches the player. The player fires plastic balls at the "Space Invaders" which drop as they are hit. The object of the game is to knock out the 25 "Space Invaders" before the spaceship reaches you.

A clever idea which may have some potential as a prize redemption game.

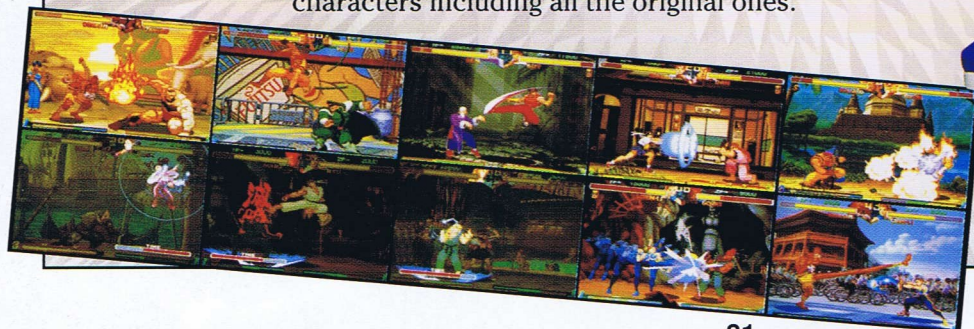
# CAPCOM CO LTD



## STREET FIGHTER ZERO 2

*Crowds gather around the Capcom "Street Fighter Zero 2" display.*

Some markets may be saying that fighting games are on the decline but it certainly is not the case in Japan. Capcom showed their latest game "Street Fighter Zero 2" and their stand was one of the most crowded at the show. The game boasts a Custom Combo System, a racing battle with 5 new warriors to enter the fight and renovated and updated graphics giving the player the experience of a whole new domain. This is obviously a game that will appeal to the Street Fighter enthusiasts and many commentators believe that it was the best "Street Fighter" game to date. The game features 13 different characters including all the original ones.



*continued over...*



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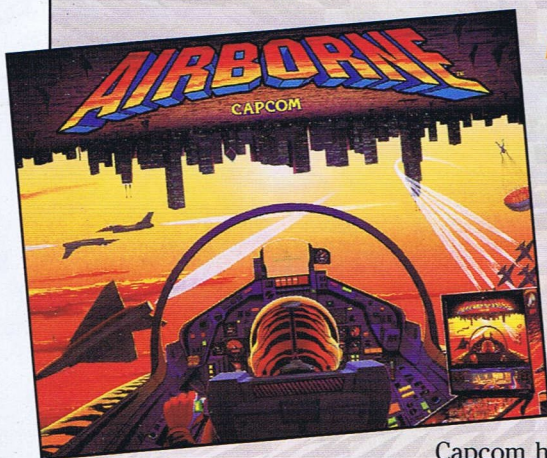
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## AIRBORNE PINBALL

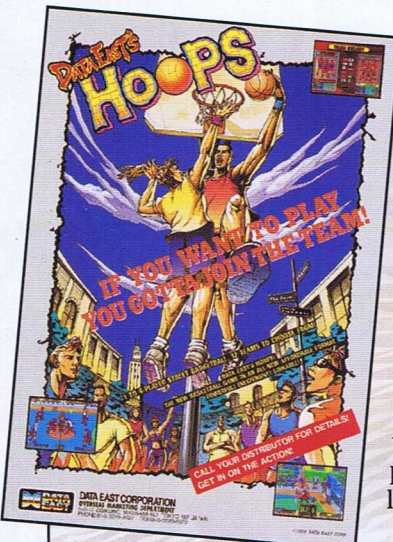
This is the 2nd pinball from Capcom following their first release "Pinball Magic". It is themed on an air combat adventure featuring all the dazzling sights, sounds and sensational shots that are choreographed to high tech perfection to guarantee game quality and reliability, according to the makers. Some of the technical features include short circuit protection, line voltage compensation, one coil type, adjustable flipper power, burned out lamp and solenoid detection, land warning, user friendly diagnostics and an all new playfield access system.

Capcom have entered the pinball market at a difficult time with most markets world-wide heavily depressed. They have indicated that they are in the pinball business for the long haul and no doubt they will persevere until the market improves.



## DATA EAST CORP

Once industry leaders, this company is now concentrating primarily on conversion games plus some novelty games for the Japanese market. Three conversion games were shown which included:

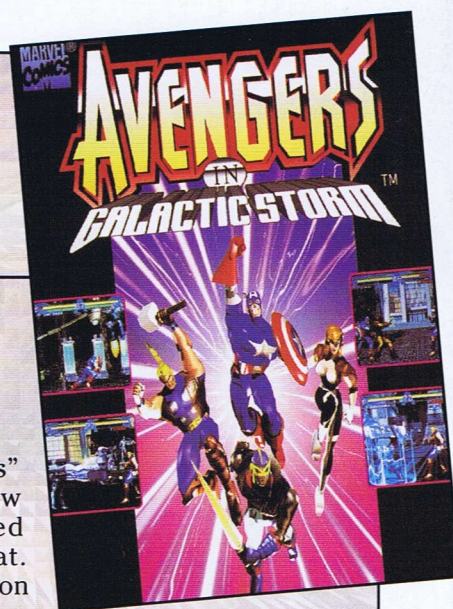


### HOOPS

The game features a new 3-on-3 basketball game which enables the player to choose from 12 different world class themes. Loaded with super shots and power moves, the game has the possibility of linking up the 2 cabinets with a connecting cable for double play. Up to 4 players can participate in the link configuration.

### GALACTIC STORM

Themed on the "Marvel Comics" Avengers characters, this new game with Polygon rendered graphics is an affordable format. Marvel Comics Avengers comes on Data East's own MLC hardware.



### SKULL FANG

A vertical scrolling strategic shooting action game. New Throttle systems allows the player to control the speed of their individual aircraft. The object is to manoeuvre aircraft to attack the enemy from all angles. Once the player masters the controls in the full chase mode, he can achieve ultra high points.





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**LAUNCHES**

**GFB GFB GFB**  
**CONCEPT**

Leisure & Allied Industries recently announced the development of their new GFB concept (Games, Food and Beverages) in association with licensed premises.

This new concept product caters for the 18-40 year old age group and is seen as a different market to Timezone which caters primarily for the younger age group.

Unlike Timezone, the GFB concept is not structured as a chain. Each location is different and operates under a different name and theme. LAI is planning



*Food and games mix at the new Gig-a-Bite*



for each location to be unique and have its own particular attraction.

The menu provides good quality low cost fun food with drinks at competitive bar prices.

The games are the latest state of the art simulators. Some locations also include pool and air hockey tables.

There is a strong focus on games that appeal equally to males and females.

So far seven of the new GFB concepts have been opened in the States of Western Australia, Queensland, New South Wales and Victoria.

One of the first to open in Perth is called "Gig-A-Bite" which is a redeveloped hotel in the port city of Fremantle. "Gig-a-Bite" has a high tech theme and is located on a high traffic intersection.

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# AMF BOWLING CENTRE



**On January 6, 1996 AMF, major global players of tenpin bowling, opened its first bowling centre in China.**

Bowling is probably the oldest sport known in the history of mankind. In 1900 archaeologists unearthed from a grave site near Cairo, Egypt some stone balls and pins which later tested as products of 3,200 B.C.

**AMF Bowling Centres is the largest bowling centre chain in the world. Headquartered in Richmond, Virginia and having their strong presence in the U.S., AMF bowling centres are found in the U.K., France, Switzerland, Spain, Mexico, Japan, Hong Kong and now, China.**

Currently there are some 10,000 bowling lanes in Taiwan, while in mainland China there are only several thousand lanes. Considering the size of the country and its 1,2 billion population, the potential for growth of the sport in China is virtually unlimited.

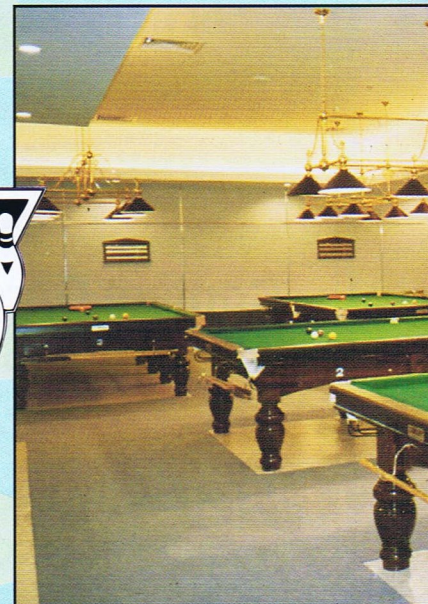
**Located in the Garden Hotel of Guangzhou, the new AMF bowling centre is recognised as the best equipped bowling centre in Guangzhou, and probably in China.**

The Garden Hotel, rated five star, has 2,000 rooms, half of which are for normal hotel guests and the other half are apartments for expatriates. No one would dispute

this is a perfect match: the world's largest bowling operator AMF cooperating with China's largest five star hotel, to help develop the sport of tenpin bowling in this market.

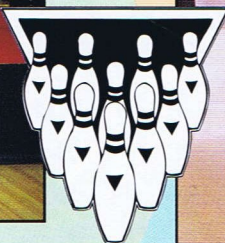
**The first AMF centre in China has a total floor area of over 28,000 s.f. and is equipped with 20 lanes of the latest AMF model 82/90 and automatic scoring system AccuScore Plus 2500.**

**Other facilities include a hotel class restaurant, amusement**





# NTRES NEW IN CHINA



games, billiards, proshop and above all, a children playground which provides good convenience for parents.

One unique feature is the two VIP bowling lanes which can be used together with a VIP room. The room serves as an ideal gathering area with sofa, TV, and a billiard table.

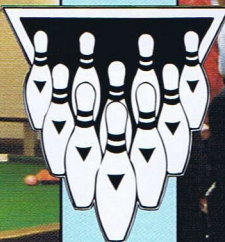
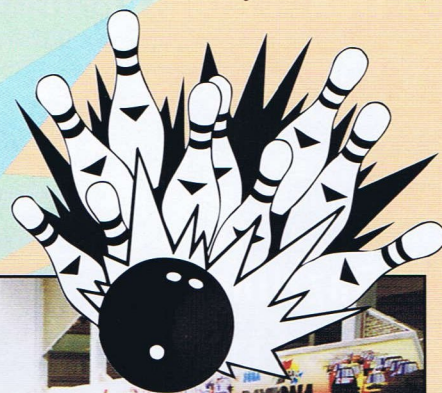
The games area provides good choices of amusement games and video games machines, which will satisfy the different needs of

the varied age groups. The space is bright and lively, as it is right underneath a huge skylight ceiling.

This bowling centre was completed in an extraordinarily short time. It has only taken twelve months from initial negotiation to opening on January 6. The investment, including equipment and fitting out costs, totals RMB 25 million. According to AMF, the payback period for this centre will be relatively longer compared to their investment in bowling centres elsewhere.

AMP sees this centre as their first of many in China. They have a long term development plan in

this marketplace. The immediate plan is for some five to eight centres to be built in southern China in the vicinity of Guangdong Province in the next five years. Further expansion north bound and inland will be their second and third phase development plan, which may ultimately result in 20 to 30 bowling centres throughout China in the next 20 years. □







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The Truth is  
in There.



Nintendo

MIDWAY RARE

# KILLER INSTINCT 2



## MIDWAY AND NINTENDO ANNOUNCE KILLER INSTINCT 2™ FOR THE ARCADE

Chicago, IL January 9, 1996 - Midway Manufacturing Company and Nintendo have announced the eagerly awaited Killer Instinct 2 coin-operated video game. The game, arrived in family entertainment centres and arcades everywhere in February, is being manufactured under a license arrangement between Midway, Nintendo and Rare, the same team that produced the mega-hit Killer Instinct TM.

Killer Instinct arrived on the arcade scene in December 1994, and it skyrocketed to the number one spot within one month. Today, the game still remains on the Top Ten list of games.

The new Killer Instinct 2 game gives players more depth of game play, more graphics, new background visuals, more characters and literally millions of combination moves. Through new technological advancements, players can now have game characters interact with objects and backgrounds as part of each compelling fighting match.

"There are so many new elements that have been added to Killer Instinct 2," says Joe Dillon, vice president of sales for Midway. "Besides the new characters and wild new moves that players have been anticipating, the ability to interact with the backgrounds adds entirely new dimensions to game play. This game reaches a new level of entertainment, thanks to the latest graphics and storage technology that are implemented in the game."

Killer Instinct 2 features a cast of new characters, highlighted by the inclusion of two new female characters: Kim Wu, a martial arts expert who brandishes nunchuks, and Maya, a barefoot jungle fighter with an expertise in knives. Another new character, Tusk, is a sword-wielding barbarian.

Due to overwhelming player demand, original characters TJ Combo, Spinal, Gladius, Fulgore, Sabrewulf, B. Orchid and Jago are also included in this game.

In addition to the new characters and moves, Killer Instinct 2 also features a Power Up Bar, which awards the more aggressive player, regardless of the level of their energy bar. When a player's Power Up Bar reaches a certain level, they are able to use special moves.

"We wanted to make this the most challenging fighting game yet in terms of moves and endings," said Joel Hochberg, co-chairman of the Rare Partnership. "In Killer Instinct 2, players will really be challenged with the possibility of mastering up to one million combo moves."

"We stunned the world last year when they created the incredible combo moves in Killer Instinct. It's those challenging moves that kept players coming back to master literally hundreds of combos per character," explains Ken Lobb, Nintendo product manager consulting on game development.

As previously announced, Rare continues to work on Killer Instinct for Nintendo's new 64-bit home video game system, Nintendo Ultra 64. In the future, a different version of the game will be available for players on the Nintendo Ultra 64.

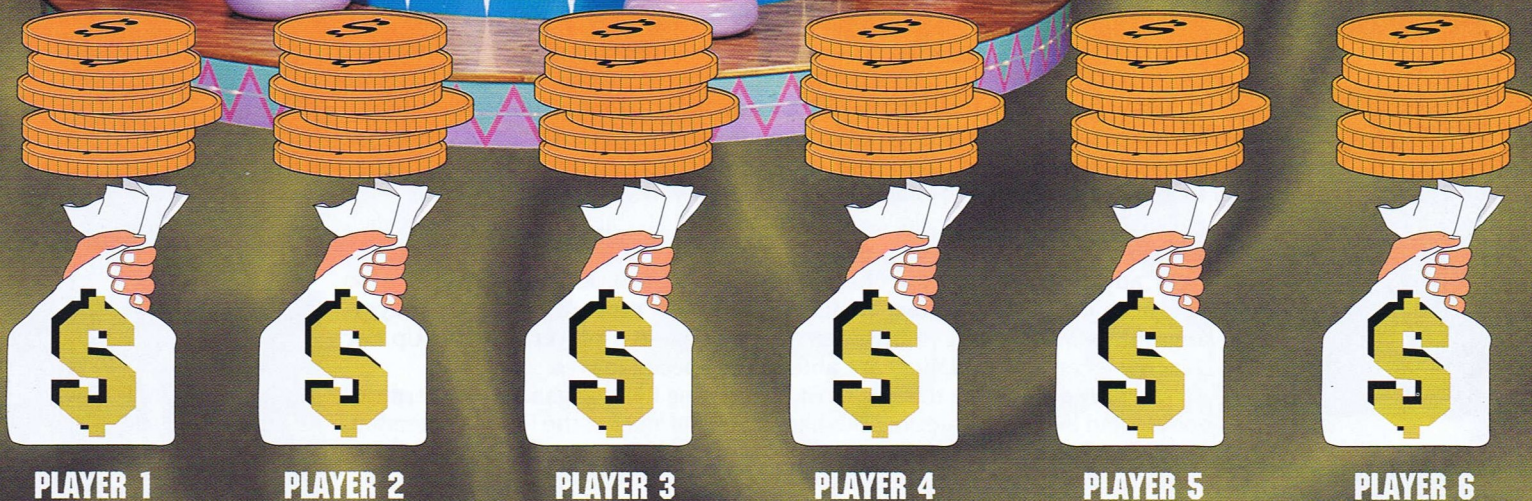
Nintendo Co. Ltd., of Kyoto, Japan, is the leader in the worldwide \$15 billion retail video game industry. Nintendo and its international subsidiaries have sold more than one billion video games worldwide. As a wholly owned subsidiary, Nintendo of America Inc., based in Redmond, Washington, serves as headquarters for Nintendo's operations in the Western Hemisphere, where more than 40% of American homes own a Nintendo system.





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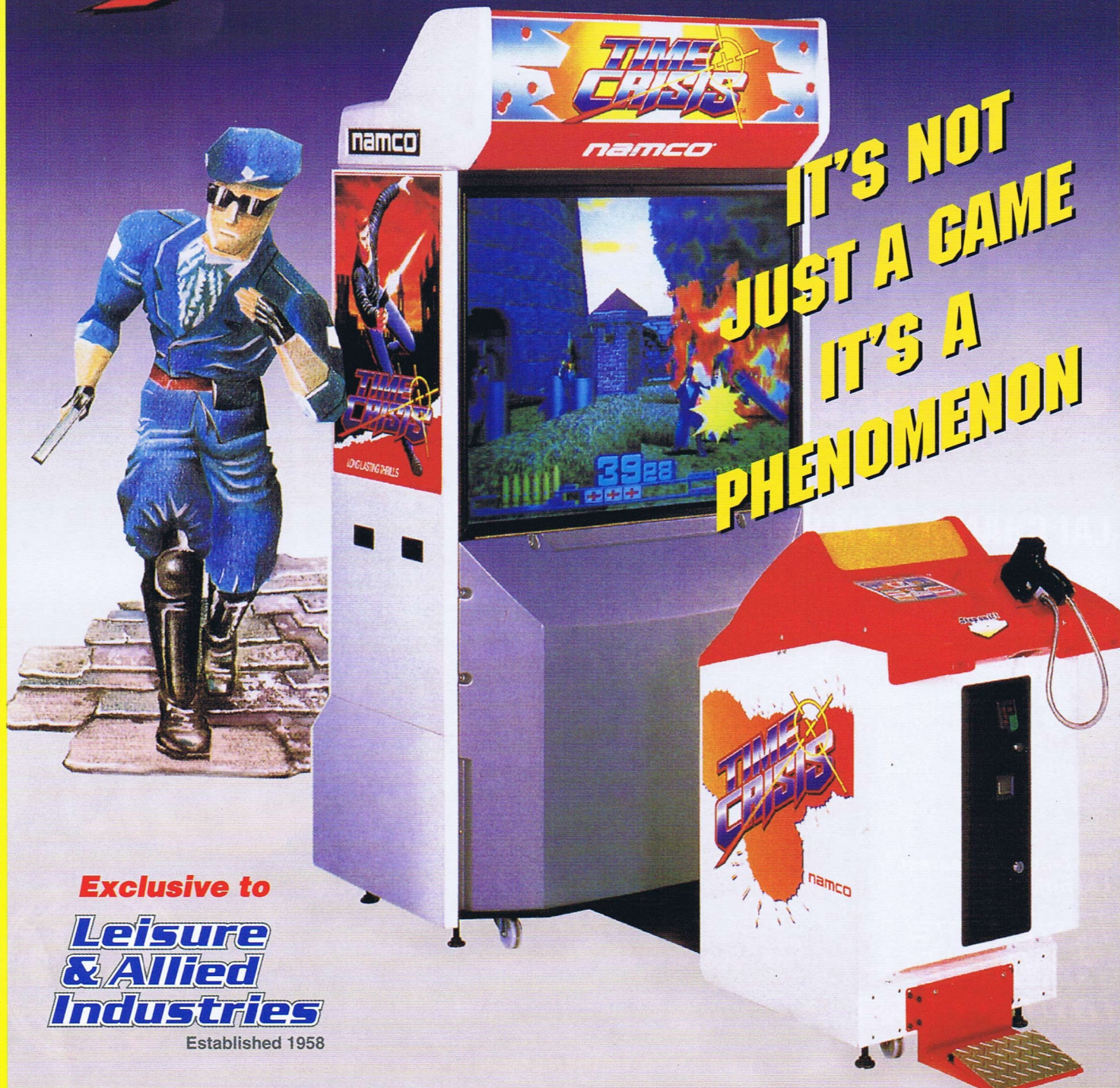




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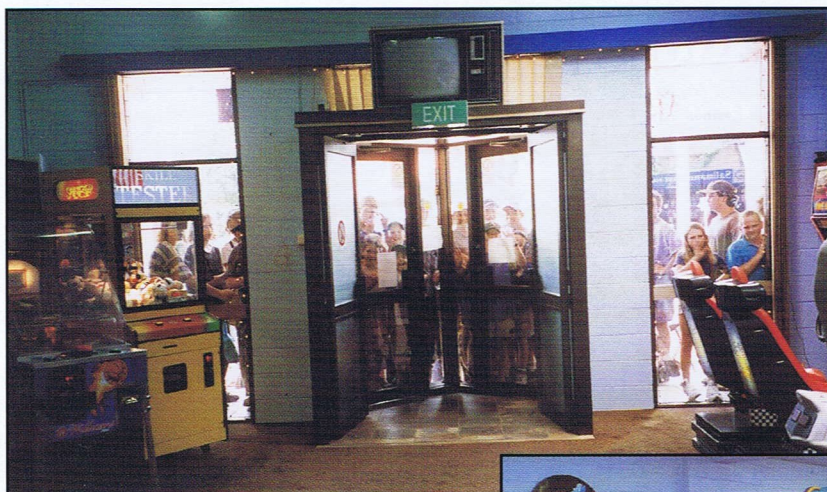




# Street Talk...

## News and Views from Victoria

by Drew Eaton LAL Sales Manager for Victoria



## OUTER LIMITS

*The anxious crowd waiting for the doors to open*

In a quest to find the ultimate location, three (3) budding entrepreneurs have come up with a classic.

Based in a holiday district, they felt that they had to be different to attract players. This was done by setting up one of the town's landmark buildings, the old RSL site. Take a look at the queue on opening day.

**Q. Why did you choose this particular site?**

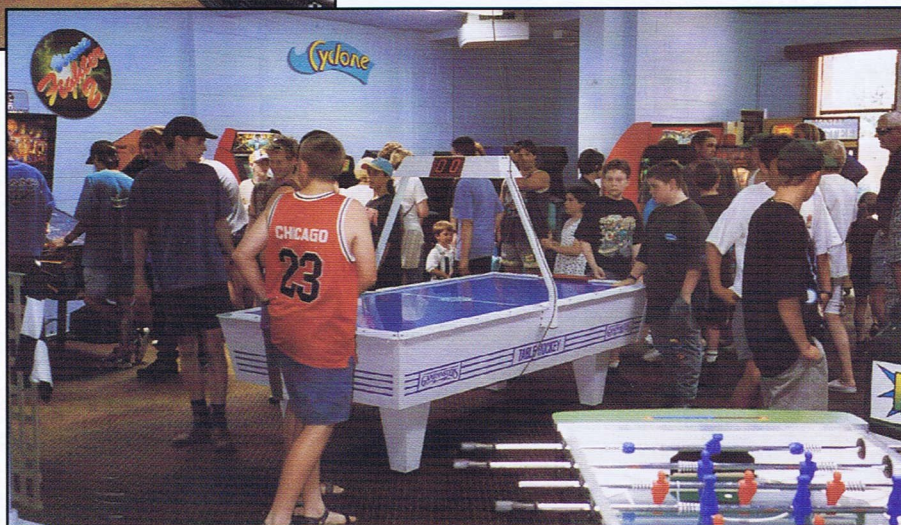
A. Geographically it was correct, but more importantly was the layout. We could offer light snack food as well as machines. Also, being the old RSL building the site is a local landmark which attracts people.

**Q. What are the hours of operation?**

A. 10.00 am to 11.00 pm.

**Q. Do you own all of your machines?**

A. Currently we own 90% of our machines with a view to owning 100%. It seems to us the only way to go.



*The busy centre.*

**Q. What are your future plans?**

A. We have two (2) plans running at the moment, one for machines and one for our venue. In regards to machines, our aim is to add additional games and also upgrade to the new game releases as soon as possible. With the venue we will expand our food service. We also want to theme outside and inside the building.

**Q. Do you advertise?**

A. Yes, we have advertised through local papers, sent out fliers and made ourselves known to all businesses. Advertising is one area that we see will benefit our business so we will continue to advertise strongly. □

## Victorianna

Congratulations to partners Darren and Alan, the dynamic duo from Gladstone Park who recently opened their first family centre - Neutral Zone. From what we hear, the initial takings are anything but neutral. Maybe a name change to "Positive Zone" would be more appropriate! Go get 'em boys.





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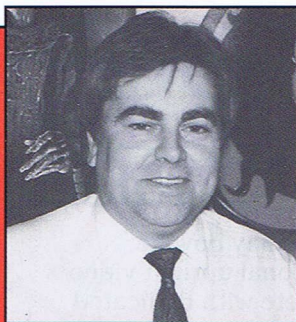
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# SA Corner...

## News and Views from South Australia

by Gary Ford - LAI Sales Manager

# PREPARE FOR THE GLOOM

In South Australia nearly every operator is preparing for the gloom of February. But good old Adelaide town has fooled everyone. January was the worst trading period on record for most coin-op people, with PCBs and video experiencing the slowest festive season on record.

But alas, the car industry has just gone through the best January in fifteen years, so all the crystal balls have been thrown out of the window.

So with the best product of the

year landing on our shores in February and March ranging from dedicated, PCBs and pinballs. A normally quiet time in Adelaide should have most game players having withdrawal symptoms in February and March which will have players hunting out new product. So February and March can become the best turnover period on record. People need to be entertained and with the arrival of a vast variety of new product to satisfy nearly every taste, most people will dig deep

into their pockets to try the new pieces. Don't sit on the fence and wait for the winter rains to complain about cash tins.

If the money tree has dropped most of the fruit, then still rotate older product through the location. Don't let a site run its course with product that's been on site too long, it will kill off game players.

Remember, if you can be successful in the quiet time, your business will reward you in the better times. □



## SA Snippets

The best piece of gossip has come to light in six years. Yes, the cupid has struck two LAI employees. At Christmas time she gave her fellow employee a pair of orange speedo bathers.

What next, polka dotted pink bikini?  
Sorry I can't release the names unless you offer a cash settlement.

Matt Parry of ARC Amusements has decided to become a rock star in the local band called "Just Cause" as their drummer. Matt says the girls like the way he twirls his sticks!

Recently LAI ran a promotion on Alpine Racer at the Circuit Hotel with two lovely ladies over three nights. Dale Parsons, LAI Sales Engineering Manager was to spend only five minutes setting the game on free play. Sixteen hours and three days later, Dales was still with the models teaching them to ride Alpine Racer.

Congratulations to Geraldine and Gary Ford on the birth of their beautiful baby girl. Mother and daughter are doing great and Gary is still on cloud nine.



## CONSUMER VIDEO WAR - SONY TAKES ON SEGA AND NINTENDO

**Japanese Electronic giant Sony has declared war on the video game giants Sega and Nintendo with the release of a new consumer game system which it has spent almost \$700 million developing.**

The new PlayStation (code named the PSX) released in November, is actually the 2nd version and has been described as a huge advantage on existing home video game systems.

It has at least twice the power and according to Sony Computer Entertainment, is capable of processing an incredible 500 million instructions per second.

When not in use as a game's system, it doubles as a CD Music System.

The first PlayStation was developed in a Joint Venture with Nintendo in 1988 but scrapped when the relationship between the two giants broke up. The play station is slimmer and more compact than it's major competitor, the Sega Saturn, which was released in July.

It also has a totally different, ergonomically designed controlled pad, which allows for a better two-handed grip.

At \$695, it is more than a \$100 cheaper than the Saturn but offers less in terms of extras.

It has a single 32-bit central processing in it and three specially designed chips which combine to execute the equivalent of between 150-500 million instructions per second.

There were 14 game titles released in November which is expected to increase to 60 by the end of March 1996.

From thereon, there will be a steady flood of games. They will sell for between \$89.95 and \$99.95.

The quality of the game is one of the strong points for the PlayStation System.

Game developers have been able to make full use of the incredible graphics power of the PlayStation to produce a new generation of games with excellent 3-D effects, larger characters, smoother action and better game play.

Well known coin-op games such as "Mortal Kombat 3" and "Ridge Racer" have been reproduced with a graphic quality which is indistinguishable from the original coin-op version.

### EFFECT ON COIN-OP INDUSTRY

Some industry pessimists are claiming that the development of PlayStation and other high quality consumer game systems will have a devastating affect on the coin-op industry. Others believe that

although consumer games may now be competitive with conventional upright video games, they cannot compete with dedicated games which include purpose design hardware and cabinets to simulate a virtual reality experience.

Malcolm Steinberg CEO for Leisure and Allied Group, Australasia's largest manufacturer, distributor and operator of coin-op games, has a different view. "The best analogy is to examine how video hire movies compete with cinemas. Like the games industry, movies are released for video hire, sometimes within a few weeks of first being released in cinemas. With video games, the product is not identical to the original coin-op versions even though it is close. However, with movies, the video tape available from your local video store is the identical product to that seen in the cinema. The reason people still go to the cinema is because the entertainment attractions delivered in an environment which cannot be duplicated on a home television set which is no match for big screens and special sound systems. More importantly, cinemas like amusement game venues, are a public forum where people can socially interact. This is a basic human need which also explains why restaurants continue to flourish even though every household has a kitchen. There are two very distinct entertainment markets, 'home' and 'out of home' and there is a need for both," said Steinberg.

Mr Steinberg strongly believes game attractions such as "Daytona" and "Alpine Racer" can never be duplicated in terms of an entertainment experience on a home television screen.

Figures from the cinema industry indicate unprecedented growth worldwide even though the release dates of video tapes are getting closer and closer to the original movie release date.

Sega Enterprises Limited, the world's largest consumer/coin-op company are demonstrating their confidence in the future of coin-op by a massive worldwide investment in an arcade amusement theme park development featuring coin-operated games. Although they are installing a number of non-coin operated rides and attractions, 60% of the revenue is still coming from conventional coin-operated dedicated games.

### SUMMARY

It would appear that the conventional coin-op upright conversion games may be at some risk in competition with consumer games. However, it seems likely that coin-operated dedicated games, especially those that provide good simulated experiences, will continue to be in demand. □



## NAMCO TO OPEN NEW THEME PARK IN IKEBUKURO

**Namco Limited Tokyo announced recently that it had secured space within the "Sunshine" Shopping Mall in Ikebukuro to open a major indoor theme park entitled "Sunshine Namja Town".**

**The opening is scheduled for June this year.**

The development will form part of the Mitsukoshi Departmental Store and take up 12,500 sq.metres over 2 floors. It will become Japan's largest location inside a departmental store.

In February 1992, Namco opened its first amusement theme park "Wonder Eggs", in Tokyo and subsequently expanded with the

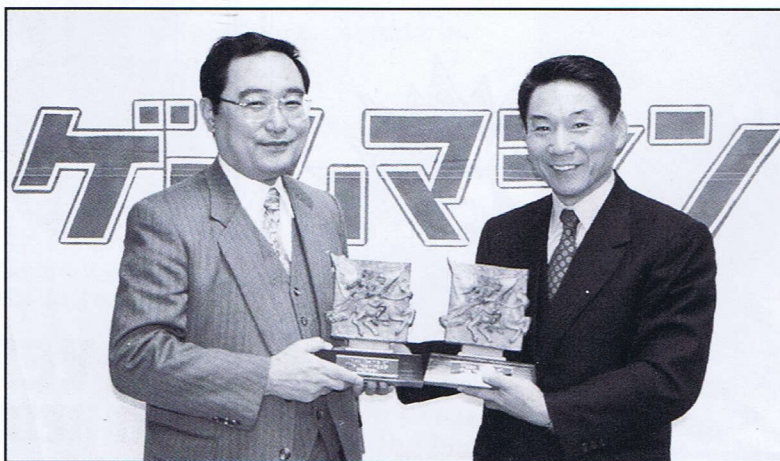
adjacent "Egg Empire", in July 1994. The total area of the Wonder Eggs development is 12,600 sq.metres and has been considerably successful.

As a result Namco has been invited to open similar parks by various location owners. In view of the outstanding location in Ikebukuro, Namco has decided to open the 2nd park there. Based on the "know-how" from the operation of "Wonder Eggs" and "Egg Empire", the company is planning to introduce 18 brand new attractions. Namco is investing US\$75 million in the expectation that the park be visited by 1.2 million people annually generating some US\$45 million in revenue. □

## "GAME MACHINE" VIDEO GAMES AWARD WINNERS ANNOUNCED

**Video Game of the year 1995" plaques were presented to Sega Enterprises, Ltd., Tokyo. Japan's "Game Machine" magazine awarded the "Video Game of the year 1995" trophy based on the compilation of its chart "Best Hit Games 25", which can be seen in detail in the January 1-15, 1996, issue. The plaques are awarded for the best-earning video games between January through December 1995.**

The winners of the "Game Machine" Awards 1995 are "Virtua Fighter 2" of Sega in the conversion PCB kit category, and "Virtua Cop" of Sega in the dedicated video category. □



*(l-r); Masumi Akagi, publisher and editor of "Game Machine", and Mr. Shoichiro Irimajiri, executive vice-president of Sega Enterprises.*





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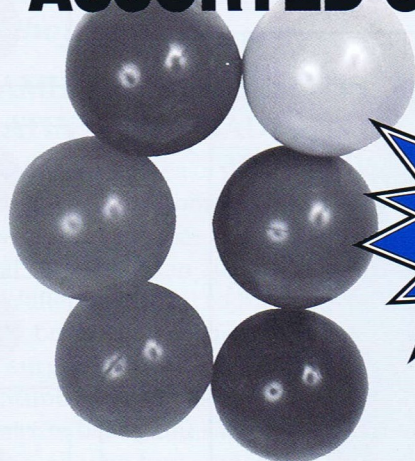


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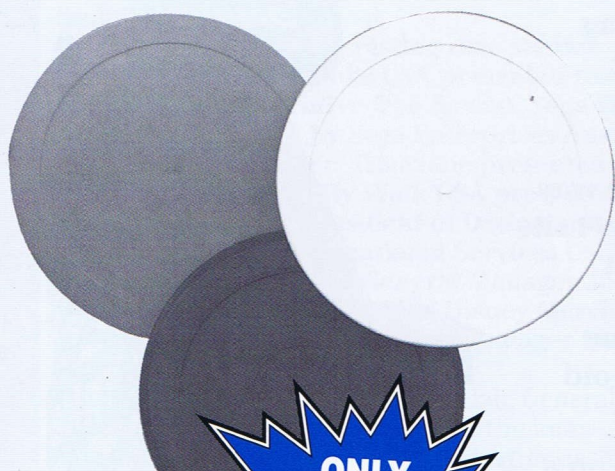
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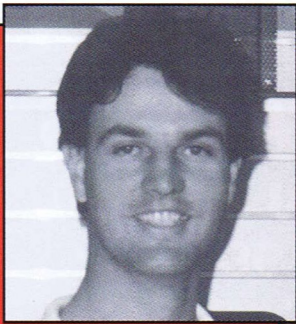
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# Shop Talk...

## News and Views from Queensland

by Chris Elleman LAI Sales Representative for Queensland

# Dedicated Games THE WAY TO GO

Let's face it! The days of the street operator with a 20" machine are long gone and with all the great new machines being released onto the market it's your customers, ie the players, who decide where their money goes.

That's great for the arcade owner, right! But it also has advantages for the street operator. Because it is so competitive at arcade level, this creates a market for the older style machines, once thought of as arcade only, which are now filtering out onto the street locations.

Remember it's the market, or the machine's earning capacity which sets the purchase price of any machine.

Being different in the way you approach your street site is the only way you can increase your current income back to the same income as in the Good old days.

If you haven't seen it on a street site before, chances are that it is a machine your players would like to play. This might be the 'way to go'. □



## Queensland Quickies

We would like to welcome Sarina Smith to Leisure and Allied Industries Queensland. Sarina is our Queensland Development Manager and we wish her all the best in this new position.

Poor Brett Kingsley, our Spare Parts Manager, hasn't had a good run when it comes to mobile phones. Firstly, his phone went for swim in the pool. Secondly, (to make things worse) he put his phone in a bowl of turpentine to dry out instead of methylated spirits.

We would like to wish Mr George Crethar of Funhouse Family Entertainment Centre a speedy recovery from his recent heart surgery. Best of luck George from all of us at LAI Queensland.



# What the Operators Say

Interviews by Michael Crooks

**Given that a feature machine is worth \$35 - 40,000, what is the weekly net income you would aim for if you had or if you have one of these machines.**

**We posed this question to Operators in New South Wales, Queensland and South Australia.**

## JOSE CIMINELLI CAPITAL PINBALL SERVICE - NSW

*"If you've got six to seven hundred dollars a week you should be relatively happy. At first you'd expect double or triple that. You always fire up really strong and in this business, you expect that machines that are good, fire up very strong and then they have a steady downward. You reap the harvest good at first and then you get what you can afterwards."*

## VAUGHAN MERHAB UNIVERSAL AMUSEMENTS - NSW

**Universal Amusements operate in Sydney.**

*"On a thirty to forty thousand dollar machine? A thousand. Of course that will go down. In a year it will go down by 30%."*

## ALEX MURRAY COMBAT ZONE - NSW

*"Nine hundred to a thousand dollars for a feature game."*  
**Alex went on to state that this**

income would not decrease too fast because a game of this price should have longevity and he does not rush in to buy a game unless he has checked it out thoroughly first. For example, Daytona USA is still highly profitable for him.

## BERNARD CONNELLY - QLD

*"I'd expect \$800 a week"*

Bernard expects this income to last 15-20 weeks. Once customers get bored, it has got to go. He said that you have got to put yourself in the category that you are always updating the machines or at least rotating them between three and four sites. He feels feature Machines have a life span of about 6-10 months and now the feature game to get is Alpine Racer. Daytona has finished its run and \*Sega Rally was never in the running. A feature machine cannot be upgraded so it's got a life expectancy of 6-9 months.

*\*I am sure 100's of operators will differ with the comments made by Bernard on Sega Rally.*

## GARY BROWN - QLD

*"Fifteen Hundred dollars a week"*

Gary stated you should be making a gross of about \$1500 a week. He uses Daytona to judge this. When asked how long this income would last...

*"Not as long as it should."*

## MURRAY HARRIS - QLD

*"A grand a week. That way we'd pay for it in a year."*

Murray feels that it depends on the game and what games are out now. In other words, how high the competition is between a Daytona and an Alpine Racer or the like.

## LISA SMITH - SA

*"\$1000"*

Though Lisa operates conversion games at present, she feels that if she did operate feature game ware, she would always be hunting for new sites to keep them profitable.

# GAMES AT THE MOVIES

BY GEOFF BARTLETT

**"Jumanji"** picks up where Jurassic Park leaves off. It stars Robin Williams as a boy who discovers a supernatural game and can't resist the temptation of playing. He doesn't realise its severe consequences and is trapped inside it as a penalty until he is released by another player. This only happens 26 years later when two other children move into his now deserted home, find the game and start playing. Although he is free, the really tricky part is to get all the other animals that were released, back in and the only way to do that is to finish the game. But each roll of the dice brings with it stampedes, monsoons, and the very latest in special effects. A full on

adventure for the kids, Jumanji opens around the country March 14th.

Did You Know that Patrick Stewart, aka Captain Jean Luc Picard from **Star Trek: The Next Generation** has been tipped to put on a wild costume as yet another in the line of **Batman** villains in the upcoming sequel. He will play none other than **Mr Freeze**. This, added to the character played by Demi Moore means that appearance fees may be the largest overall cost in building the third Batman pinball. □



# ARCADE GAMES FROM THE INSIDE OUT

This is a regular column by Norbert Snicer featuring technical topics on Arcade Games

## COMMON FLIPPER PROBLEMS



**There is no doubts that flippers are the most important device in the playfield. We can often get away with something not working 100% in the playfield but this does not apply to flippers. Flippers which are not working properly will severely handicap the game and thus affect the earnings. An in-operational flipper will put the machine out of order completely. If you are a pinball player yourself then you will surely agree that there is nothing more off putting for the player than poorly working flippers.**

To ensure the highest reliability the designers of the Williams/Bally pinball machines have made many significant improvements to the flippers over the years and this trend still continues. The computer controlled flipper system used now in Williams/Bally WPC System machines is so far unrivalled and is no doubt the most sophisticated.

**However, malfunction can occur. There is no need to have your machine out of order for a prolonged time. Flipper problems can be repaired on site quickly. Let's make a list of common flipper problems and what action you can take.**

### ONE FLIPPER IS NOT WORKING

There can be few reason for this:

#### a) Flipper Button Switch Does Not Work

You can check this switch in the "Switch Edges Test". In most cases if the switch does not work, the flipper button opto board is faulty. Left and right flipper uses an identical opto board (except Judge Dredd), swap them around to see if the opto board is really faulty

#### b) Flipper Coil Circuit Does Not Work

Start the "Flipper Coil Test". Make sure that the safety switch in the front door is closed, insert the

yellow clamp over it or close the front door. When the test is testing the power coil the flipper must move. If not you can take the following steps:

- a) Lift the playfield up and check visually the flipper assembly first. It can be simply a mechanical problem. Move the plunger with your hand and see if it is free to move. Look at the coil, maybe it's burnt and needs to be replaced. Check whether the wires are properly connected to the coil.
- b) If everything looks O.K. you can ground briefly the centre terminal of the coil (you are testing the power coil). The flipper should now move. If not there is probably no +50V on the coil. In most cases the fuse on the Flipper Controller Board is blown. If you replace the fuse and it still keeps blowing, the flipper coil or the diodes mounted on the flipper coil are short circuit. Replace the coil or replace the diodes.
- c) If the coil works when the centre terminal is briefly grounded, the coil and the +50V is O.K.. Check the connection between the centre terminal of the coil and the Flipper Controller Board. If the connection is O.K. the controller board is likely to be faulty.

### ALL FLIPPERS NOT WORKING

Remember, the safety switch in the front door must be closed, otherwise flippers, coils and flashers will not work.

- a) Check fuse F112 (7A S.B.) on the Power Driver Board. This is the main solenoid fuse. If it is blown no solenoid or flipper will work.
- b) Check fuse F116 (3A S/B/) on the Power Driver Board. If this fuse is blown +12V unregulated disappears. This voltage is used

for all opto switches and that includes the Flipper Button Opto Switches.

- c) Check if the connectors on both flipper button opto boards are properly plugged in. Just one connector disconnected will disable all flippers.

### WEAK FLIPPER

This is mostly a mechanical problem:

- a) Replace worn out parts in the flipper assembly such as the flipper link, coil sleeve, plunger, back stop, nylon bush. Check if the plunger can move freely.
- b) Check the home position of the flipper bat. See home position marks on the playfield. The lower edge of the flipper bat should be adjusted to the mark but should not cover it. Check also up/down movement of the flipper bat. There is a tiny space required which can be checked by the little white plastic tool (with a horse shoe shape cut out on one end) which you can find in the service bag inside the machine. The thickness of the tool determines the space required.
- c) If the flipper is extremely weak that it barely moves and the mechanical side of the flipper is O.K., the flipper is operated by the holding coil only. Test the power coil as previously described.

### FLIPPER STAYS ACTIVATED WHEN THE FLIPPER BUTTON IS PRESSED AND RELEASED

- a) Check whether it is not a mechanical problem. The flipper can be catching on the End of Stroke Switch in the flipper assembly or there may be another mechanical reason.

*continued over...*



# ARCADE GAMES FROM THE INSIDE OUT

## COMMON FLIPPER PROBLEMS cont...

- b) The holding coil driver transistor on the Flipper Controller Board is defective.

### FLIPPER ENERGISES IMMEDIATELY WHEN THE MACHINE IS POWERED UP

The power coil driver transistor on the Flipper Controller Board is short circuit. Switch off the machine quickly.

### FLIPPER DROPS BACK IMMEDIATELY AFTER ACTIVATING

- a) The holding coil is open circuit or there is a bad connection between the holding coil and the controller board.  
b) The holding coil driver transistor on the controller

board is faulty.

### THE COIL OVERHEATS AND FREQUENTLY BURNS. FLIPPER FUSE OFTEN BLOWS

This problem is caused by a defective flipper button opto switch. This switch can be checked with your multimeter. Measure the voltage on the connector of the flipper button opto board. Black lead of your multimeter connects to ground, the red one to the connector pin marked SW1. With the flipper button pressed the voltage should be less than 1V. If not, clean the opto switch. Blow off the dust, remove excess of the dust with a clean paint brush. Re-test it, if the cleaning did not help, replace it. For upper flippers measure the

voltage on SW2.

You will not experience this problem with the latest machines which use Schmitt Trigger type of opto switches which eliminate the possibility of having this problem. As I mentioned earlier this is the constant effort of the manufacture to further improve on the reliability of the machines.

Till next time. Cheers!



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## TIMEZONE

Test Results obtained from Timezone locations throughout Australia

### Dedicated Games

1. Sega 'ManxTT 50" DX'
2. Namco 'Alpine Racer'
3. Sega 'Virtua Cop 2 50" DX'
4. Konami 'Crypt Killer'
5. Sega 'Rally Championship Twin'
6. Sega 'Daytona USA Twin'
7. Sega 'Fighting Vipers'
8. Jaleco 'PK Soccer'
9. Atari 'Area 51'
10. Sega 'Virtua Cop 50" DX'

### Conversion Games

1. Namco 'Point Blank'
2. Midway 'Ultimate MK3'
3. Sega 'Virtua Striker'
4. Namco 'Tekken 2'
5. Capcom '19XX'
6. Sega 'Virtua Fighter II'
7. Capcom 'Street Fighter Alpha'
8. Midway 'Open Ice'
9. SNK 'Stakes Winner'
10. SNK 'Puzzle De Pon'

### Pinballs

1. Williams 'Johnny Mnemonic'
2. Bally 'WHODUNNIT'
3. Bally 'Theatre of Magic'
4. Bally 'Indy 500'
5. Bally 'No Fear'
6. Williams 'Jackbot'
7. Gottlieb 'Star Gate'
8. Williams 'Dirty Harry'
9. Sega 'Baywatch'
10. Williams 'The Shadow'

### Prize Redemption

1. Jaleco 'Spider Stompin''
2. ICE 'Cyclone'
3. LAI 'Tickee Tickats'
4. Namco 'Whac-a-Croc'
5. LAI 'Stadium Basketball'
6. LAI 'Big Foot'
7. LAI 'Street Basketball'
8. LAI 'Jumbo Skilltester'
9. LAI 'Coco the Clown'
10. LAI 'Honey Bear'

## JAPANESE GAME MACHINES

As published by the Japanese Game Machine Magazine

### Dedicated Games

1. Namco 'Alpine Racer'
2. Sega 'Manx TT Dlx'
3. Namco 'Dirt Dash (SD/DX)'
4. Namco 'Rave Racer (2p)'
5. Sega 'Virtua Cop 2'
6. Namco 'Cyber Cycles (SD/DX)'
7. Sega 'Rally Championship (2p)'
8. Sega 'Virtua Fighter 2 (DX)'
9. Namco 'Rave Racer (SD/DX)'
10. Namco 'Point Blank'

### Conversion Games

1. Sega 'Virtua Fighter 2'
2. Sega 'Virtua Fighter 2'
3. SNK 'Real Bout - Fatal Fury'
4. Sega 'Fighting Vipers'
5. Namco 'Tekken 2'
6. Taito 'Puzzle Bobble 2'
7. Jaleco 'Tetris Plus'
8. SNK/Saurus 'Stakes Winner'
9. Sega 'Virtua Striker'
10. Capcom '19XX'

### Pinballs

1. Williams 'Flintstones'
2. Williams 'No Fear'
3. Sega 'Frankenstein'
4. Williams 'Road Show'
5. Midway 'Addams Family'

## PLAY METER

As published by the Play Meter Magazine

### Dedicated Games

1. Sega 'Daytona USA'
2. Midway 'Cruis'n USA'
3. Namco 'Alpine Racer'
4. TWI 'Area 51'
5. Sega 'Virtua Cop 2'
6. Midway 'Killer Instinct'
7. Sega 'Virtua Fighter 2'
8. Sega 'Virtua Cop'
9. Namco 'Suzuka 8 Hours 2'
10. Sega 'Sega Rally'

### Conversion Games

1. Namco 'Tekken 2'
2. Merit 'Megatouch'
3. Midway 'MK3 Ultimate'
4. Midway 'Open Ice'
5. Sega 'Fighting Vipers'
6. Midway 'Mortal Kombat 3'
7. Taito 'Bust-A-Move Again'
8. Capcom 'Marvel Super Heroes'
9. Incred. Tech 'Golden Tee 3D Golf'
10. Dynamo 'Tournament Solitaire'

### Pinballs

1. Bally 'Theatre of Magic'
2. Bally 'The Addams Family'
3. Sega 'Apollo 13'
4. Bally 'Indianapolis 500'
5. Williams 'Star Trek Next Generation'
6. Williams 'Johnny Mnemonic'
7. Capcom 'Pinball Magic'
8. Williams 'Road Show'
9. Williams 'Jack-Bot'
10. Premier 'Big Hurt'

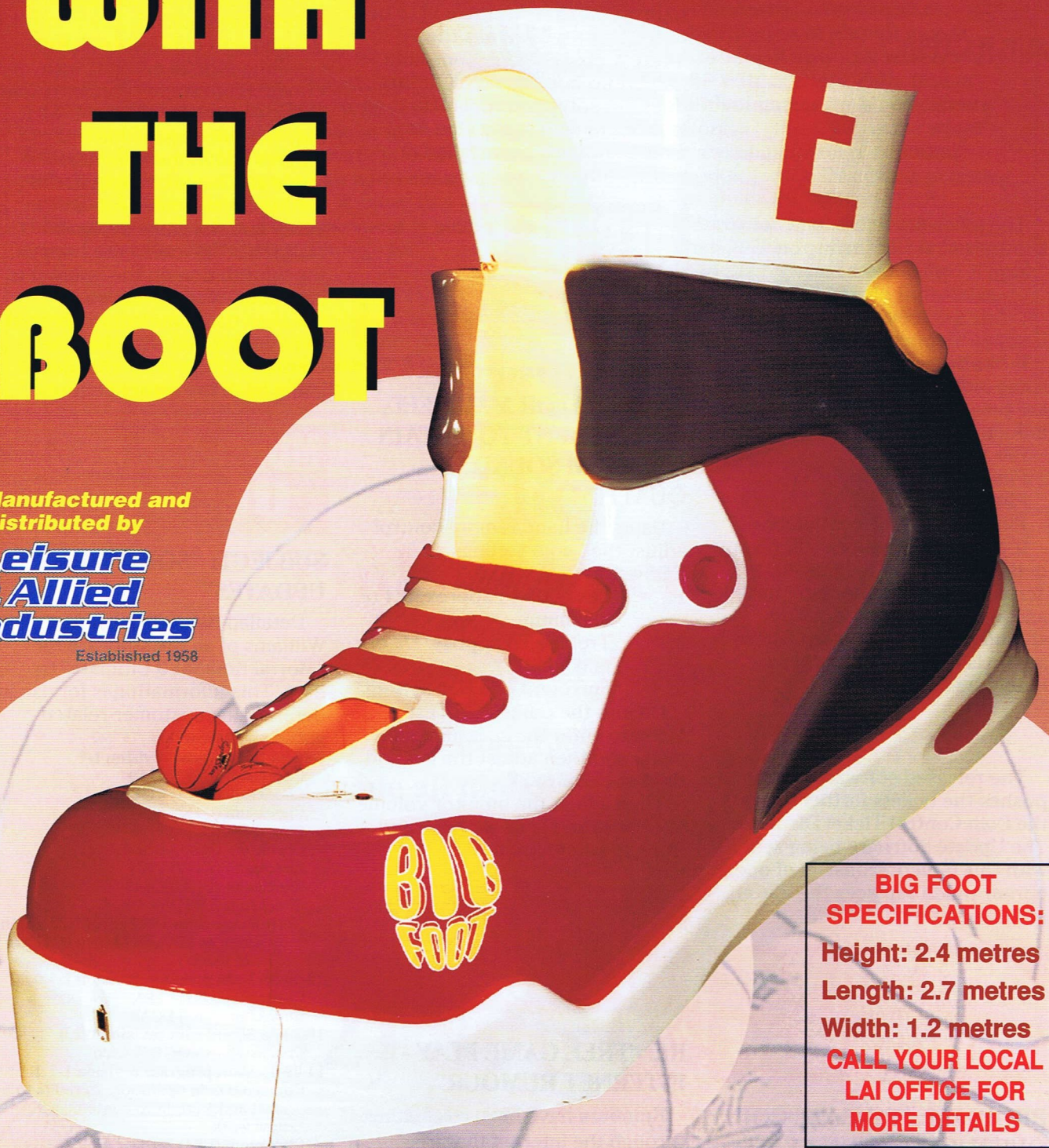
### Prize Redemption

1. Planet Earth 'Dinoworld'
2. Age 'Snack Attacker/Challenger'
3. ICE 'Cyclone'
4. TWI 'Hoop it Up'
5. Coastal 'Jungle Jive'
6. ICE '1/2 Pint Frenzy'
7. Bromley 'Super Wheel-'m-In'
8. Fun Merchants 'Rock-'n-Roll/Dyno Valley'
9. Bromley 'Wheel-'m-In'
10. Smart 'Smart Toss Em'



# MAKE THE LOOT WITH THE BOOT

Manufactured and  
Distributed by  
**Leisure  
& Allied  
Industries**  
Established 1958



**BIG FOOT  
SPECIFICATIONS:**  
Height: 2.4 metres  
Length: 2.7 metres  
Width: 1.2 metres  
**CALL YOUR LOCAL  
LAI OFFICE FOR  
MORE DETAILS**

- Authentic Basketball Boot Shape • High Quality Fibreglass Moulding • High Gloss Finish •
- Removable Upholstered "Sock" Section • Steel Inner Frame • Graphic L.E.D. Display •
- Toe Section Slides Out For Easy Access to:- Cash Box & Electronics •
- Superior Sound Effects • "Deltronic" Ticket Mechanism • S6 Coin Mechanism •
- Easy Operation Retractable Castors for ease of movement •



# TECHNICAL TOPICS

## “HOOP IT UP”

### SUBJECT(S):

1. NO CREDIT - COUNTER NOT CLOCKING.
2. TICKETS NOT COMING OUT FAR ENOUGH.

The following refers to problems known that are occurring on “Hoop It Up” games.

#### 1. NO CREDITS COUNTER NOT CLOCKING.

It has been discovered that some inductors, mostly L1, L6 & L7 are being blown. Check across all inductors:

Pin 1 to Pin 8

Pin 2 to Pin 7

Pin 3 to Pin 6

Pin 4 to Pin 8 for continuity.

If you have an open circuit on any of these, then put a diode 4001 across with the cathode to pin 1 and anode to Pin 8 etc.... You should do this in all cases where an o/c is discovered on these inductors.

#### 2. TICKETS NOT COMING OUT FAR ENOUGH.

The released software update pushes the tickets further out of the Coin Control Ticket Dispenser. The Update Software being sent with this Bulletin consists of one eeprom which replaces the eeprom at location U6 on the PCB.

## WILLIAMS ROADSHOW

### PROBLEM: “PINBALL COIL OVERHEATING ON EYES”.

Williams have supplied a correction or a change of software to help prevent the coil on the eyes from overheating. The evaluation indicated that the EDDY

Switch in front of the face could cause the coil to operate all the time. A revision L-6 has been made to drop the time for the coil to be used. This rev. also has the international coinage, (one coin play) does not exceed LX. If this does not solve your problem then we recommend that a One Amp Slow Blow Fuse be installed in series with the coil.

## ALPINE RACER IMPORTED VERSION

### RE: SOUND FROM THE 50” MONITOR MAY NEED ADJUSTMENT TO OBTAIN OPTIMUM SOUND QUALITY.

Using the hand remote control adjust the audio settings as follows:

1. Bass - Up to approx. 3/4 of maximum,
2. Treble - To approx. 1/2 of maximum.
3. Surround - To Hall setting.

Go into the Game PCB Test Menu to enter the surround sub-menu and then adjust the left and right speaker to 3F.

Then adjust the monitor volume to the desired level for back and front speaker volume.

## MORTAL KOMBAT 3 ULTIMATE

### RE: “FREE GAME PLAY - INTERNET RUMOUR”.

Rumours have been circulating through the Internet that free game play on “MK3 Ultimate” is possible by following a sequence of events.

Williams have been notified and their response does not verify this.

### WILLIAMS COMMENTS.

We have not had any, verification of free play games on current Revision L-1.2, but on L-1.1 the players could get free play continue (not 20 credits) with Ermac. From some comments that I have received with Rev. L-1.0 it may have been possible that players could open the Adjust Table and make changes in the settings, I have not been able to verify and the game designers claim that this could not happen, the information on the Internet is incorrect. When L-1.2 was installed the comments appeared to have stopped with the free credits and the price changes going back to Factory settings.

## MORTAL KOMBAT 3 ULTIMATE

### SUBJECT: “SOFTWARE UPDATES”

Detailed below is a list from Williams of all the software for “Mortal Kombat 3 Ultimate” to date. This information is for use in determining customer related game situations.

#### 8-14-95 Image roms revision L-1

Checksum (U110) 11A9

Checksum (U111) 019B

Checksum (U112) 6FB1

Checksum (U113) 410B

Checksum (U118) DBEB

Checksum (U119) 24C4

Checksum (U120) CBA3

Checksum (U121) BOD8

Note: Image roms U122 thru U133 are the same as MK3. U114 thru U117 are not used.

#### 10-30-95 Main program revision L-1.0

Checksum (U54) C2EA

Checksum (U63) DCAB

#### 10-30-95 Sound rom revision L-2.0

Checksum (Sound U2) 4A00

#### 11-09-95 Main program revision L-1.1

Corrected coin operation. 2 credits to start and 1 credit to continue will now work.

Checksum (U54) 28D0

Checksum (U63) C7B7

#### 12-11-95 Main program revision L-1.2

Corrected continuous play condition with Ermac.

Corrected Scorpion reset condition.

Checksum (U54) 55E2

Checksum (U63) F28B





Professor Micko's

# GAME PREVIEWS

## CONGO

A NEW PINBALL BY  
WILLIAMS

emphatic statements. What I can do though, is tell you what it is about.

The theme is one of adventure. You are an explorer who explores. The object is to collect diamonds while avoiding poisonous snakes,

escaping an erupting volcano and defeating a rare species of killer gorillas who guard the lost city of Zinj, all while whistling the theme tune from Daktari (that's a joke by the way). In other words, it's a safari.

The whole deal is non-sequential so Players can follow the map and handpick their favourite locales to play in. This is a multi-level game with ramps journeying up and a lower play-field where the killer apes guard the diamonds.

Features include:

- \* Multi-level Multi-Ball. Collect diamonds for 5-balls (4 on upper level, 1 on lower).

- \* Bidirectional Ball Popper. Ejects ball onto play-field in one of two directions.

- \* Easy To Maintain And Operate.

A most original and colourful play-field. A great pinny as only Williams know how.

## CLASSIC COLLECTIONS VOLUME 1

### NAMCO

Here's one for all you old-timers out there (keeping in mind that an old-timer in the game world is over

20). Remember Galaga, Mappy and Xevious? Now, the classic games returns as one!

The attract mode to Classic Collections teases the player by randomly showing gameplay examples of three games. This is enough to tempt all the old-timers - including yours truly - to turn back the years and play the classics.

## GALAGA

The game's game. The simple yet hypnotic shoot-em-up that nearly conquered the video game world. Galaxion, 1942, Species and Galaga all vied for the honour of most popular shoot-em-up.

## XEVIOUS

One of the first vertically scrolling shoot-em-ups that is - even now - a tremendous challenge to play. Players shoot all the amazing weaponry thrown towards their plane while using their bomb to obliterate everything on the ground. Great graphics for its time.

## MAPPY

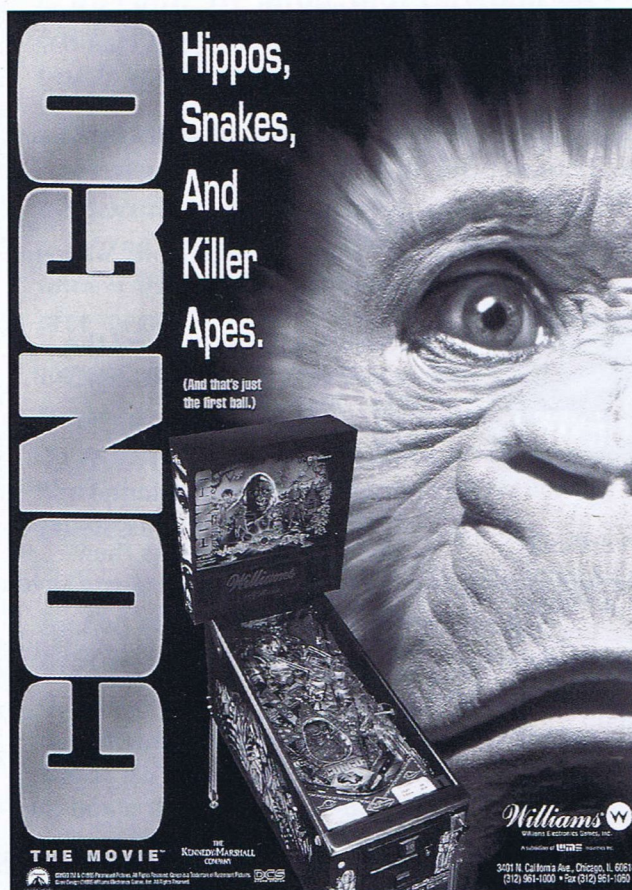
One of the first "cute" games to arrive on the scene. Open the doors, close the doors, avoid the baddies, jump on the trampolines and above all, obtain every prize. Mappy surely paved the way for Pacman.

It is these ideas that are still alive in games today. The graphics may be more-complex these days (back then we referred to boards, these days' it's a graphic's engine) but the gameplay is similar. Each game comes with two versions - the old classic version and an updated mode.

The updated mode enables two players to play together rather than taking turns.

Now if only they made a Defender/Scrambler game...

**CENSORSHIP  
CLASSIFICATION  
PENDING**



The Kennedy/Marshall Company (Kathleen and Frank formerly of Amblin' Entertainment) thought it a wise idea to making Congo into a pinball since it did not perform as well as they hoped at the cinema (in Australia at least). Personally, I think the ape in William's new pinny is a great deal more realistic than the one in the movie.

Hippos, Snakes and Killer Apes, and that's just the first ball - as Williams promise. Other promises Williams make includes the fact that Congo is an adrenalin pumping, action-packed pinball adventure! Having not actually played it yet I cannot verify or deny these

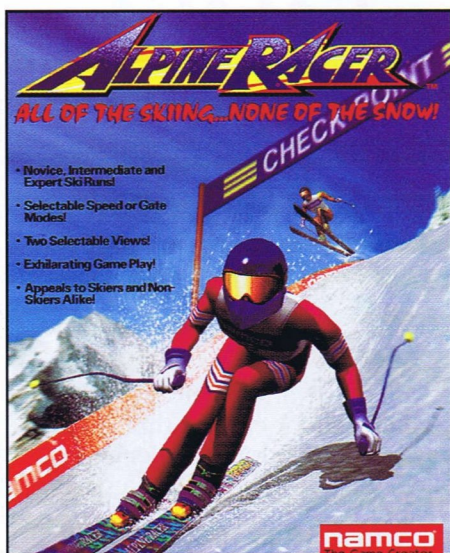


Professor Micko's

# GAME PREVIEW

## ALPINE RACER

NAMCO



Namco's Alpine Racer has taken us to the next stage in interactive video game simulation. Now that it has been released and its popularity confirmed, it is interesting to see the extra attention given to it by the media. Canberra's Channel 10 actually included the release of Alpine Racer in its news - "This is the only one of its kind" the news report declared, "all the fun of skiing without the lumps and bumps." Har de har har.

And then there's the newspaper headlines - "Mastering The Alps Without Encountering A Snow Flake!" Inaccurate? Not at all. Even Powder Hound (to quote the same article) Inga Gilchrist, has given it the thumbs up (although the final impression was that it was a tad expensive, though what can you expect from such a high quality game). And to quote a local Operator, "It's more interactive than the movies! You get involved a lot more." Yippee Kie-a!

So just what is everyone getting involved in? Skiing. It's that simple. Plonk your feet into the rubber footbeds, clutch the handles and ski away! 'Tis that simple. Players get a choice of Novice, Intermediate and

Expert Ski Runs; Selectable ski or gate modes and; Two view points.

This is a fantastic game that has spectators entranced in the action and performance of the player, and players themselves are hooked for hours. Namco uses the System 22 hardware used in Tekken 2 and in the upcoming Air Combat 22. The System 22 delivers an outstanding image making you feel like you're on the Alps. It's not a Sega game as for graphics (the whiteness of the snow hides any inferiority) but as for gameplay, it is easily the best out now.

JUST A WHOLE LOT OF FUN!

## 19XX The War Against Destiny

CAPCOM

Many wonder why the vertically scrolling shoot-em-up keeps coming back again in one form or another. The answer's simple - it's a popular format. A very popular format. One of the first I played was Xevious. Namco's classic shoot-em-up (complete with fire power and bombs) was as addictive as it was fun to play.



Then there was Capcom's 1942. A delightful piece of work that inspired their latest 19XX - The War Against Destiny. Now the player is involved not just in shooting the baddies in one era but in several. You jump from 1999 to 1942 then to the 21st century and beyond. Along with this, comes a new range of planes and fire power that will undoubtedly spark renewed interest in the shoot-em-up.

### THE THREE PLANES:

#### STANDARD FIGHTER -

**Lightning:** specialty weapon is a Quad cannon.

#### SPEED FIGHTER -

**Shinden:** specialty weapon is Super shell.

#### BOMBER -

**Mosquito:** specialty weapon is a 3-way.

There are several tricks of the trade you need to know before you start playing:

- 1) Each plane has a marker missile. All you need to do is hold and then release the SHOT button to fire the Marker Missile. The enemy is then locked on and nothing can save it from doom.
- 2) Following step 1), it is possible to rapidly attack the enemy with homing shots. Just keep pressing the SHOT button quickly.
- 3) Push the BOMB button and the Flash Shell immediately eliminates all baddies' bullets.
- 4) Hold down BOMB button and the bomb will be charged into the powerful Buster Bomb!

The longer you charge (hold), the more potent the bomb is.

19XX is intricate, challenging, original and can sustain interest. By jumping across time, the Player is always seeing the new aircraft of each era and is always being thrown different types of challenges. If you're older you'll enjoy playing this updated version of 1942, and if you're younger you will not be disappointed with this classic format.

**CENSORSHIP  
CLASSIFICATION PENDING**





# LAI



# STADIUM BASKETBALL

## Features:

- Dynamic sounds including whistle, music and cheering.
- Attractive graphic artwork.
- Front door hinged on the side.
- One or two player button control panel.
- Nets and ball ramps mounted on rubber to absorb noise.
- Easy access to display.
- 8" Speaker.



- Adjustable glides.
- Size 5 basketballs.
- Easy to assemble.
- \$6 coin mechanism
- Sturdy low maintenance metal nets.
- Height adjustable for low ceilings.
- Double laminated 18mm ply construction throughout.

**WANT TO KNOW THE FACTS?**

No other Basketball Game on the Market can match the Income of Stadium Basketball...

**WE CAN PROVE IT!**



## Dimensions:

2.60m long, 0.85m wide,

3.20m high (max), 2.45m high (min) with top net removed

**MANUFACTURED & DISTRIBUTED BY** *Leisure & Allied Industries*

Established 1958



# POINT BLANK

2 Player Action  
Packed Shooting Game  
with No Violence

Income from  
Australian Test  
Locations have been  
exceptional - up to  
\$2,100 per week.

Available only  
as a Conversion Kit  
at a very realistic price.

**LIMITED STOCK  
NOW AVAILABLE**  
This is definitely one game that we  
don't have to tell you about its  
performance. The Cashbox has been  
telling the story for the last year.

Exclusive to:

**Leisure  
& Allied  
Industries**

Established 1958

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